



# Gatherwell Local Authority Lottery Specialists

**WINNER of The Lotteries Council  
'Lottery Operator of the Year 2019'**



Aylesbury Vale have raised **£250,000** for local causes to date

## Raising money in your community

In response to the ever increasing pressures on local authorities to maintain community grant funding levels, our innovative, low-cost solution has been designed to help you and the third sector gain access to new funding streams.

Pioneered in collaboration with Aylesbury Vale District Council in 2015, our online lottery platform offers higher contributions to good causes than any other major lottery in the UK.

Our model also lets supporters choose the good cause they want to support and has minimal administration requirements. Our lottery model revolutionises the way that lotteries work at a grassroots community level.

### Why develop a lottery?

We are committed to helping local communities and empowering them to fundraise. We wanted to create a solution that:

- Helped to alleviate the pressures on council's grant funding budgets.
- Provided a lottery to help the third sector raise funds and maintain long-term relationships with their supporters.
- Supported the third sector whilst moving the council's role from provider/funder to enabler.
- Enabled the third sector to access a lottery product that is designed for them and at no cost to them.
- Helped to shift in the minds of the community the role their council takes in third sector matters and their innovative approach to service delivery.

## How it works



Lottery tickets are £1 per ticket, per week. Players can choose their own numbers.



The more numbers they match the bigger the prize. **Match all 6 in the correct order and they win the £25,000 jackpot.**



60% of ticket price goes to local good causes. Players can choose which cause they want to support.

Draws are conducted every Saturday at 8pm and results are posted online immediately. Winners will also be notified via email.

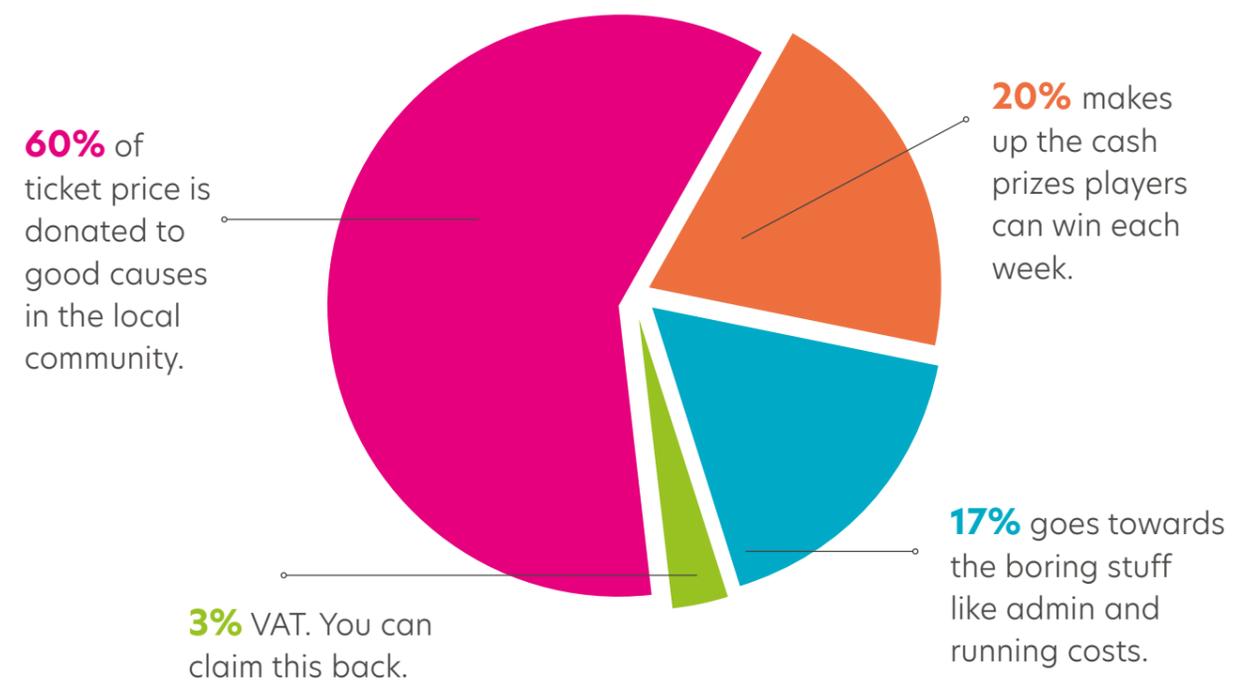
Players are encouraged to sign up to recurring monthly payments. This generates stable monthly income for your good causes and players get a hassle free way of supporting their favourite causes.

Whilst the lottery is online we do allow players to sign up over the phone. These accounts can be linked to an email address or we can arrange for all communication to be done by letter and telephone for those with no email address.

We also offer an option for paper Direct Debit mandate that can be filled in and posted to our freepost address.

### Where does the money go?

The pie chart below shows how the ticket revenues are distributed.



## Giving People Choices

When players buy tickets they are given a choice as to which good cause they want to support.

### Central Fund

Choosing the central fund ensures that 60% of the ticket price goes to the central fund to be awarded by the council's chosen process.

All funds allocated to the central fund can either be used to increase the council's existing community grant funding budget or used to replace/reduce committed funding, thereby releasing general funds back to the council.

### Specific Good Cause

Choosing a specific good cause ensures that 50% of the ticket price goes directly to that cause, with the other 10% going to the central fund.



### Recruiting Good Causes

Good causes apply to join the lottery via the website. Once you have approved their application, they are provided with their own branded page within the site and provided with regularly updated, bespoke marketing materials to help them spread the word about the lottery.

The causes keep 50% of all ticket sales generated through their page. There are no fees for the good causes and no administration. All they need to do is market their page to their supporters. They receive all the funds raised directly into their nominated account each month.



## What about the prizes?

The lottery offers an exciting breadth of prizes for your players. The more numbers they match the bigger the prize - up to £25,000 jackpot! Gatherwell manage the prize fund and any associated insurance - relieving you of any exposure.



Matching numbers	Prize	Winning Odds
6 numbers	£25,000	1 : 1,000,000
5 numbers	£2,000	1 : 55,556
4 numbers	£250	1 : 5,556
3 numbers	£25	1 : 556
2 numbers	3 free tickets	1 : 56

Overall odds of winning any prize is 1:50



### Ben Speare\*

Managing Director

\*Likes running marathons in pink tutus.



### Martin Woodhead\*

Technical Director

\*Prefers saving lambs to eating them.

## About Gatherwell

At the start of Gatherwell's journey we were just raising funds for our kids' school. Our drive to make fundraising easy, transparent, fun and rewarding led us to become the UK's fastest growing lottery provider. As an External Lottery Manager (ELM) we work passionately to revolutionise the way that lotteries work at a grassroots community level, working to constantly evolve our successful fundraising platform that makes an astonishing difference to the lives of

people of all ages through 5,000 inspiring good causes. We are committed to helping to educate, motivate and inspire people to build a better life for themselves and improve the communities they live in.

Based in Oxford UK. Gatherwell are a relaxed, friendly and driven team that are committed to helping good causes raise money by delivering engaging lotteries that supporters enjoy.



## Who runs the lottery?

The lottery is run by you through Gatherwell. We are an external lottery manager (ELM). We run all day-to-day operations of the lottery, but you control oversight and governance.

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## What do you need to do?

We take care of all operation and administrative requirements. We even provide marketing strategies and advice pre and post launch. The only remaining responsibilities for you are:

- Application/compliance of a Local Authority Licence from the Gambling Commission. We will guide you through this process.
- Approval of new good causes as applications are submitted online.
- Authorisation of monthly cause payments and Gambling Commission lottery return.

Finally, the most important thing - you need to continuously promote the lottery to players and good causes! The more people that play your lottery, the more money you can raise for your community.



## What does it cost?

We are an ethical company - we are built to keep costs down so the money goes where it's supposed to, to the good causes.

There is a small upfront fee to cover the cost of set up (£5,000) plus the Local Authority Lottery License fee from the Gambling Commission, and some dedicated officer time.

The good causes do not have to pay anything. All running costs are covered

within the administration charge (17%) on ticket sales.

There is no annual fee from Gatherwell. It is advisable to set aside an annual marketing budget to help maintain and grow the lottery - this can be deducted from the central fund before it is distributed each year, or 3% of the ticket price is VAT. This can be claimed back and re-used for marketing purposes.

## Next steps

The lotteries we support are **raising over £4 million** each year for local good causes.

We'd love to talk with you to explain how we can help your local good causes raise funds.

**Please get in touch, we'd be happy to help!**



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