

**DERBY COMMUNITY
LOTTERY**

Presented by

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Presented to

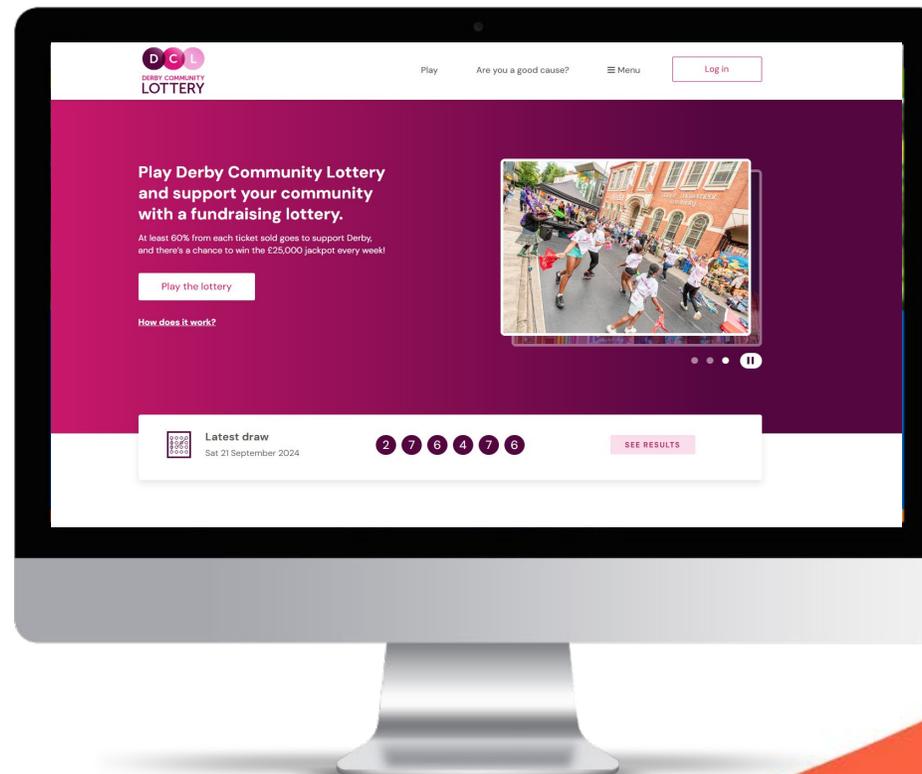
**The Good Causes of
Derby.**

Introducing your new Lottery

 **Derby Community Lottery** is a new initiative from **Community Action Derby**

 Powered by expertise from **Gatherwell Ltd** an established External Lottery Management Company

 The lottery is being launched to support **good causes** locally



What we'll cover today

- How it works for supporters
- Splitting the pound
- Prizes
- How it works for good causes
- Good cause support
- Your commitment



How it all works



How the lottery works: Supporters



Visit the site

www.DerbyCommunityLottery.co.uk

Weekly online lottery with a draw every Saturday at 8pm. The more numbers you match the bigger the prize!



Tickets - £1 a week

Each ticket costs £1 per week and consists of 6 numbers. Players can choose numbers or a lucky dip.

How it works Supporters



Choose a cause

Each ticket can either support the Community Fund or a specific good cause listed on the site.



Winning

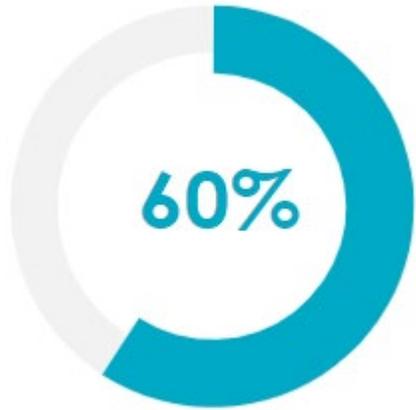
Winners will be notified via email and are paid directly into a nominated account or they can donate their winnings to the good cause.



Payments

Supporters can pay by Direct Debit or payment card. Either a monthly recurring payment or a 1/3/6/12 month payment upfront.

Splitting the pound



60%

Good Causes + Central Fund

60% of all tickets sales goes to Good Causes!

50% to the individual cause selling the ticket
+ 10% to the central fund



18.2%

Prizes

18.2% of tickets sales goes back to supporters as prizes



18.2%

Running costs

18.2% for the running costs incurred by Gatherwell. These include the costs of all banking and transaction fees, running the site, player support, marketing etc.



3.6%

VAT

HMRC define that ELM costs are VATable

Prizes

| Number of matches | Matching patterns | Odds | Prizes |
|-------------------|-------------------|-------------|----------------|
| 6 | NNNNNN | 1,000,000:1 | £25,000* |
| 5 | NNNNNn or nNNNNN | 55,556:1 | £2,000 |
| 4 | NNNNnn or nnNNNN | 5,556:1 | £250 |
| 3 | NNNnnn or nnnNNN | 556:1 | £25 |
| 2 | NNnnnn or nnnnNN | 56:1 | 3 free tickets |

Odds of winning a prize are 1 in 50

N is a match, n is not. So NNNNNN is 6 matches and nnnnnn is no matches

*The jackpot prize is covered so that it is paid out irrelevant of the size of the lottery. Should multiple winners be lucky enough to match the winning combination all winners will each win the jackpot prize.

Super Draw prizes

There will also be seasonal Super Draw prizes throughout the year which will be in addition to the regular draw to encourage new players to enter and to reward existing supporters!



How the lottery works: Good Causes

How it works Causes



Visit the site

www.DerbyCommunityLottery.co.uk

The cause will visit the website and go to the fundraisers section where they can find out more and apply to join.

- There is no cost to the good cause

- They can be raising money within 1-2 days!



Apply to Join

Applying is easy. It's done online and takes a few minutes.



Get Approved

Community Action Derby will check the cause qualifies and approve them. Once approved they'll have their own page and welcome pack in 1-2 days!



Raise Funds

Every month the cause will get their raised funds paid directly into their nominated account!



Market to Supporters

Now Live on the site all the cause needs to do is market to their supporters.

Good cause webpage

[Play](#)[Are you a good cause?](#)[Menu](#)[Log in](#)

Derby Community Lottery Central Fund

Support our cause!

About Derby Community Lottery Central Fund:

Derby Community Lottery is a weekly lottery that directly supports local good causes and community initiatives.

Lotteries are a fun and effective way for causes to raise much-needed funds in these difficult times. By getting more people on board, they don't just raise funds, they also raise awareness.

When you play Derby Community Lottery you know that 60% of your ticket price goes to good causes (more than DOUBLE what the National Lottery gives) AND the money raised is going to good causes that benefit your local community.

Proceeds generated from this page go into a general good cause fund, administered by Community Action Derby, which will be spent on providing vital support to a wide range of local organisations and community initiatives which have a beneficial impact on the local community.

You can find out how Community Action Derby allocate grants to good causes via their website:

<https://www.communityactionderby.org.uk/>

£31.20 of £7,800.00 target

1 ticket of 250 ticket goal

[Buy tickets](#)[Share our page](#)

Next draw prizes

£25,000 jackpot

Next draw

5d 7h 36m

Sat 28 September 2024

Bespoke marketing materials



Motivating
Headline

Explanation of
how it works

Good Cause
Logo

Easy Search
Term

Lottery Imagery

QR code

Website



www.DerbyCommunityLottery.co.uk

- Bespoke website designed in partnership with Community Action Derby
- Powered by the Gatherwell engine

Regularly updated with new features to keep up with the latest technology and improve player acquisition and retention

- Fully secure, PCI compliant & Accessible site
- 99% uptime SLA, monitored 24/7
- Responsive website

Viewable on all devices (mobile, tablet and desktop)



Support for Causes and Supporters

- 

Dedicated telephone number **01332 307308** for your supporters and good causes – answered as your lottery
- 

Dedicated email address **support@DerbyCommunityLottery.co.uk**
- 

Lottery specific updates via a Derby Community Lottery Facebook page, moderated and monitored



What's the role Community Action Derby?

Central
marketing and
promotion of the
lottery



Process for
assessing
applicable Good
Causes



Overall scheme
administration



All the licensing
and returns

GAMBLING
COMMISSION



General good
practice and
advice



Vale Lottery – (Now Buckinghamshire Lottery)

Launched in November 2015. The Vale Lottery was the first online Local Authority Lottery in the UK

Created directly in response to the pressure on the community funds budgets and to help the Voluntary and Community Sector (VCS) gain access to new funding streams.



Track record

Incredible start – Over 40 causes signed up for the first draw. Coverage on BBC TV, radio and press.



Growing

Over 350 good causes now signed up for their own page, with money raised already going to support their work. Have raised over £800k for local good causes



Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.



Case Study – Great Brickhill Cricket Club

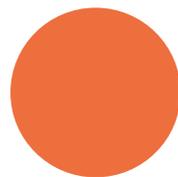
Aims

Great Brickhill Cricket Club provides top class cricket and coaching facilities for all ages, with over 100 juniors from 4 and upwards being taught how to play this great game.



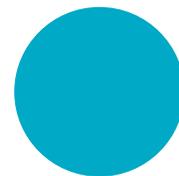
Joined

November 2015



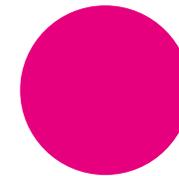
Number of tickets

52



Raising

£1,352 a year
£16,324 since joining



Planning to spend on

Investing in junior coaching with their proceeds

Top Tip

Offered a 'free drink' from the bar for everyone who signed up to the lottery before the first draw

Case Study – Carers Bucks

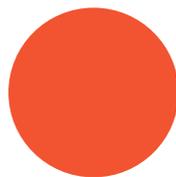
Aims

Carers Bucks is an independent charity which supports the wellbeing of unpaid family carers living in Buckinghamshire



Joined

November 2015



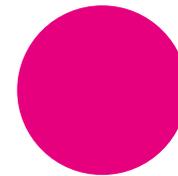
Number of tickets

54



Raising

£1404 a year
£7,394 since joining



Planning to spend on

Now running a new support group with their proceeds

Top Tip

Added the lottery link to their page of all their email signatures

Our Commitment

We want to make it as easy as possible for you to succeed. Signing up means you get:

- 
 Your own **dedicated webpage** on the Lottery website
- 
Bespoke marketing materials co-branded with your cause
- 
 A **dashboard** so you can see how you're doing and who's supporting you
- 
 A **welcome pack** with all the information you need on how to build participation
- 
 Weekly **update emails** with your latest stats, supporter lists and the latest communication materials



PLUS Your cause will receive **50% of every ticket sold** from your page –
Paid straight into your nominated bank account every month!

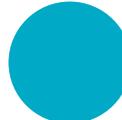
Your Challenge

 Sell **20 tickets** within 4 weeks of your cause going live

 **Staffed** email address(es)

 Use your **dashboard**

- Track your own performance
- Use of the dedicated marketing material
- Upload bank details so we can pay you
- Keep your cause message updated – tell your supporters how their money is helping

 Help **us** help **you!**

 **Spread the word!**



Key dates

TODAY
Good Cause
Launch

26th
September
Tickets open
to players

5th October
First Draw



Questions?