



THE IVERS
PARISH COUNCIL

The Ivers Parish Community Lottery

Easy, fun, rewarding lotteries

gatherwell

A JUMBO COMPANY

About Gatherwell

Mission

Founded in **2013** with the mission of helping good causes raise money **within the community, for the community**

Regulation

An **External Lottery Management** company, licensed by the Gambling Commission to run lotteries across the UK

Success

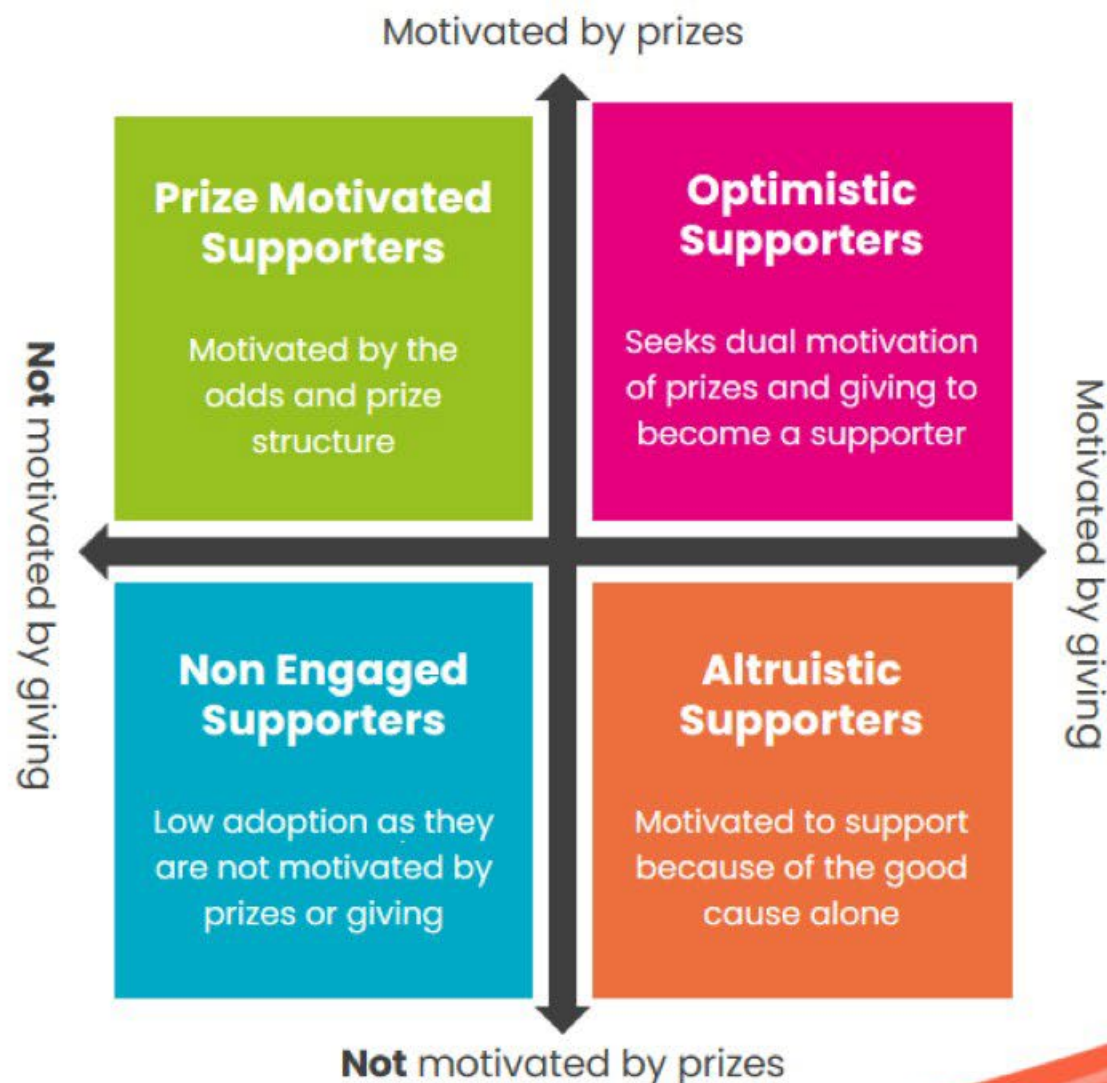
Providing over 140 community lotteries, raising money for over **15,000 good causes** across the UK



Why lotteries and who plays

- On average, **65%** of players fall within social groups **A and B** and **17.5%** in **C1/C2**
- The average age of players is **50 – 60 years old**
- Giving to **good causes** is a key motivation for playing
- Players are **less likely** to buy tickets on impulse
- **Recurring payment** (mainly DD) is the most popular payment method
- Typically, **more women** than men join the lottery

*Based on Mosaic and Acorn profiling and industry analysis



Vale Lottery – now Buckinghamshire Lottery

Launched in November 2015, the Vale Lottery is the first online Local Authority Lottery in the UK. Created directly in response to the pressure on the community fund 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 the press.



Growing

Over 300 good causes signed up for their own page, with money raised already going to support their work. Ticket sales still rising daily.



Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.



Buckinghamshire Lottery (formerly Vale)

18+ population – **433,678**



355 Causes

Currently there are **355 active causes** signed up with more joining everyday. New causes can be online raising money in less than a day!



4,000+ Tickets

Currently selling **4,000+ tickets per week** and growing. Most of these are recurring payments so this is a stable source of revenue.



£104,000 Raised a Year

Genuinely **new funds raised** within the community for the community

NEXT...

More causes,
more tickets and
better prizes!

Faversham Community Lottery

18+ population – **11,838**



64 Causes

Currently there are **64 active causes** signed up with more joining everyday. New causes can be online raising money in less than a day!



1,114+ Tickets

Currently selling **1,114+ tickets per week** and growing. Most of these are recurring payments so this is a stable source of revenue.



£34,756 Raised a Year

Genuinely **new funds raised** within the community for the community. £147,230 raised since launch.

Customer Story

NEXT...

**More causes,
more tickets and
better prizes!**

You could be part of a growing network of over 120 local authority lotteries



How does running a lottery work?





Visit the lottery website
(www.IversParishCommunityLottery.co.uk)

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



Tickets - £1 a week

Each ticket costs £1 per week and consists of 6 numbers.



How the lottery works for your supporters



Choose numbers

Player's can choose numbers or do a lucky dip. They can also select which cause they want to support.



Winning

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



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 ticket 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

Prize structure – fixed odds & fixed prizes

The odds
of winning
a prize
are 1 in 50

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

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

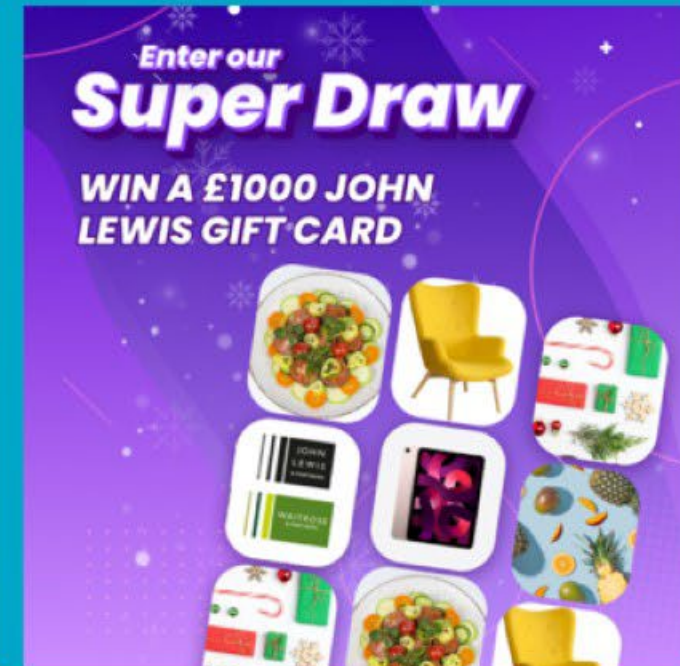
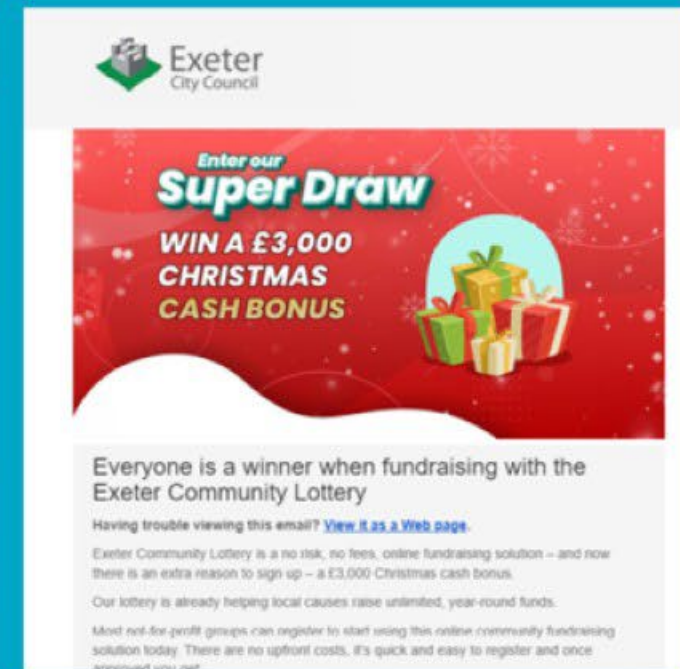
*All prizes are covered by Gatherwell irrelevant of the size of the lottery. Should multiple winners be lucky enough to match the winning combination all winners will each win the jackpot prize.

Monthly Super Draw's

In addition to the core lottery proposition we would recommend having an extra 'bolt-on' prize draw at launch – **prize sourced by you.**

This encourages participation and sign up from day 1 of the lotto, e.g. **"sign up before the first draw and you will be entered into a separate prize draw to win an iPad!"**

Gatherwell also offers **seasonal national bolt on prizes** to all clients to help recruit new and retain current lottery players





Visit the lottery website (www.IversParishCommunityLottery.co.uk)

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

How Causes work



Raise Funds

Every month the cause will get their raised funds paid directly into their nominated account. Once approved by Local Authority.



Market to Supporters

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



Get Approved

The Local Authority will check the causes qualifies and approve them.



Apply to Join

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

There is no cost to the cause. They could be raising money within 1-2 days!

Bespoke marketing materials

Call to action

Lottery logo

How it works

Good cause logo

Easy search term

QR code

Seasonally relevant

Spring into action!

Join Vale Lottery and help our cause grow!

V A L E LOTTERY **Carers Bucks**

- ✓ 50% of all tickets sold from our Vale Lottery page go to us!
- ✓ A further 10% goes to other good causes in the Vale!
- ✓ Tickets only cost £1 per week and can win prizes up to £25,000!
- ✓ Anyone can join, not just Vale residents!

To Start Supporting, visit:
www.ValeLottery.co.uk
And Search For:
Carers

Supporters must be 16 years of age or older

branded
templates

printable
assets

social media
campaigns

email
campaigns

CALLING ALL BOXING CLUBS

GIVE YOUR FUNDRAISING A BOOST

1. Free webpage and marketing materials
2. 40% of ticket sales paid directly into your bank
3. Tickets just £1 a week
4. Chances at weekly cash prizes

WHAT'S THE CATCH? THERE ISN'T ONE! IT'S FREE TO RAISE MONEY WITH OUR LOTTERY.

SCAN THE QR CODE OR GO TO <https://www.grabcommunitylottery.co.uk>



rainbowlottery

CALLING ALL GOOD CAUSES

10 likes

rainbowlottery 🌈 Attention all Good Causes!! 🌈

We are running an exciting competition! It's simple!

- 🌈 Refer LGBTQ+ Good Causes to sign up and fundraise with The Rainbow Lottery.
- 🌈 You and your cause will be entered into the exciting "WIN £500 Cash for Your Cause draw"!
- 🌈 No limit to how many good causes that you refer and you

What do you need to do?

Marketing

Promote the central fund and promote the lottery to good causes



Lottery return forms (quarterly)

All lotteries need to report on the financial performance of each draw within three months for draw taking place



Licence holder

Apply for a Gambling Commission licence and nominate 2 staff to oversee it.

GAMBLING
COMMISSION

Allocate funds

Once monies have been raised you need a clear and transparent process for allocating the money.



What does Gatherwell do?





Marketing

Support with regularly updated national bolt-on marketing materials.

New materials are great for encouraging participation and always result in increased ticket sales.

- Maximises participation
- Motivational and keeps campaigns fresh
- Differentiated printable and digital leaflets
- Image files for use on social media
- Unique links and QR codes which point to the website
- Marketing advice for all other campaigns



Website

In addition to building your bespoke website designed in partnership with you and powered by the Gatherwell engine, we:

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

- Hosted on your own domain
- WCAG 2.2 – Accessibility compliant, visual impairments
- Fully secure, PCI compliant site
- 99% uptime SLA, monitored 24/7
- Responsive website
- Viewable on all devices (mobile, tablet and desktop)





Running the lottery

Payments

- Payment methods to suits all preferences

(Direct Debit 57%, Debit Cards 43%)

Player engagement

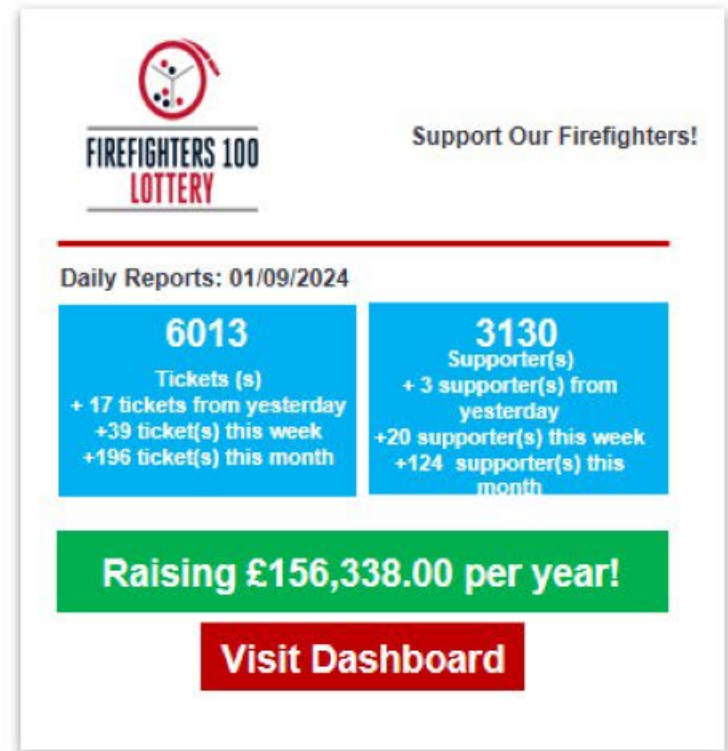
- Fully flexible number selection (42% of players choose their cherished numbers – these players buy more tickets and stay for longer)
- Winner communications & reminders
- Donate back to good causes option – winners

Player retention

- Ticket expiry follow ups
- Card expiry & payment failure follow ups

Lottery management

- Daily performance reporting
- Lottery return completion
- Campaign manager portal for every cause





Support

Dedicated telephone number for your supporters

- Answered as your brand

Dedicated email address with the same domain name as the website

Dedicated social media accounts managed by Gatherwell

- Facebook – for posting results and increasingly direct communication with customers.



Your lottery expert

We are on hand to help you with everything and anything related to the lottery

- In the initial phases of the lottery this includes help and support gaining the required Gambling Commission Licence.
- We provide personalised training to the management licence holders
- Once up and running we're available for advice and support on how to maintain momentum and growth as well as sharing best practice from the other lotteries we run.



Ethical lottery management

Community Lotteries are classed as low risk by the Gambling Commission

- Incentivised giving

Procedures and systems in place to mitigate the risk to problem gamblers

- Maximum of 20 tickets per supporter checkout with internal process to identify
- No instant reward or gratification when purchasing tickets
- Direct Debit and recurring payments (no cash)
- Unable to buy single tickets or tickets for a draw on the same day
- Self exclusion capabilities
- Begambleaware signposting

Responsible ELM

- Double the amount given back to good causes more than other well known lotteries
- Client deposit account ensuring all of supporters' money is secure at all times
- No risk to the charity to cover prize winnings
- Experience running 2000 lotteries

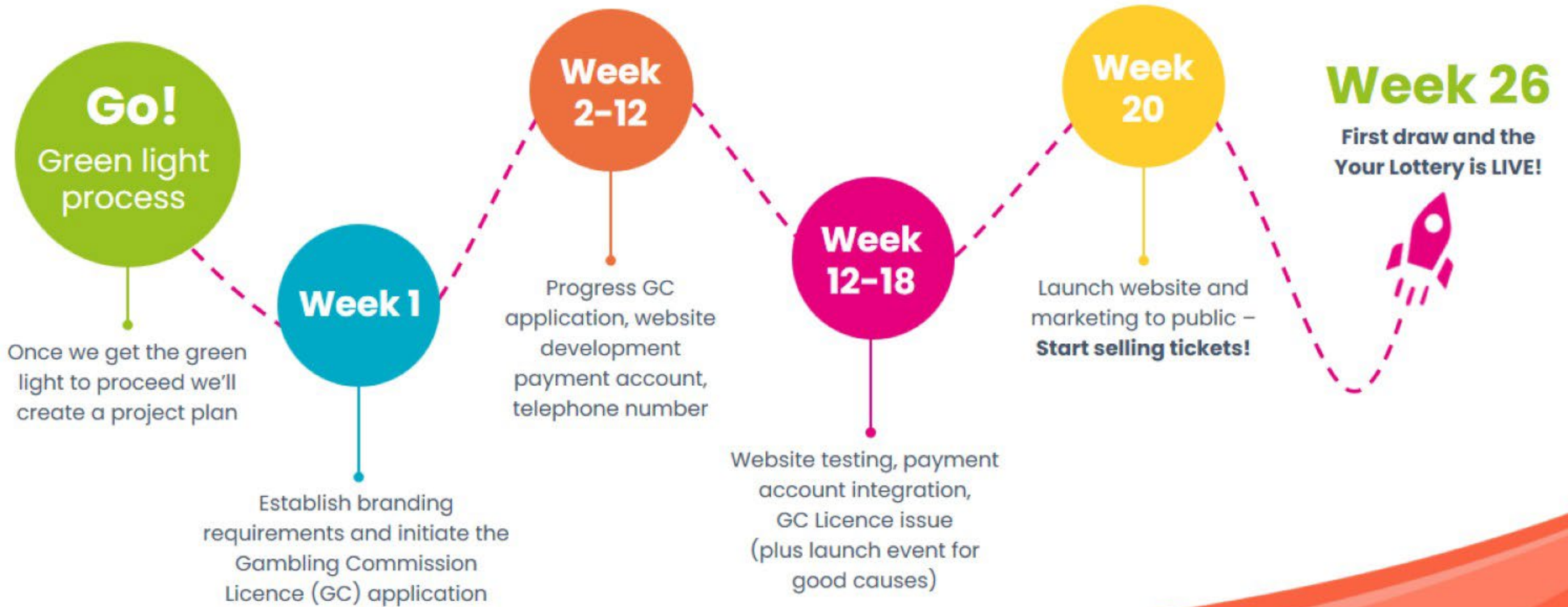
GAMBLING
COMMISSION

BeGambleAware.org[®]

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Timeline to launch



Income projections

Population 18 +

Community Lottery Projections

£1 Ticket Price / 1 Ticket per week								
<i>Ticket Price£</i>	<i>Number of players</i>	<i>% of Pop</i>	<i>Tickets bought per week</i>	<i>Number of weeks</i>	<i>Gross Return</i>	<i>Good Causes Total (60%)</i>	<i>Central Fund (10%)</i>	<i>Good Causes (50%)</i>
1	30	0.25	1.8	52	£2,808	£1,685	£281	£1,404
1	60	0.5	1.8	52	£5,616	£3,370	£562	£2,808
1	120	1.0	1.8	52	£11,232	£6,739	£1,123	£5,616
1	180	1.5	1.8	52	£16,848	£10,109	£1,685	£8,424
0	240	2	1.8	52	£22,464	£13,478	£2,246	£11,232
1	300	2.5	1.8	52	£28,080	£16,848	£2,808	£14,040

Year 1
expectat
ion
between
0.5% and
1%

Ivers Parish 18+ Population

12,000

Faversham have 4.64% population playing

Launch investment

ONE-OFF SET-UP FEE

- Website - design, hosting and maintenance £5,000 +vat
- Payment - gateway investment
- Dedicated customer support
- Marketing - support and assets
- Gambling Licence - application support and training

GAMBLING COMMISSION

- Licence fee £400 pa
- Application fee £250

LOTTERIES COUNCIL

- Membership fee £385 pa
- Application fee £25
- Donation to Be Gamble Aware

MARKETING

- Bolt-on prize for Launch Draw £ discretionary
- PR and press
- Advertising



"After meeting at the 2023 LGA conference in Bournemouth, Gatherwell have supported us to launch North Devon Community Lottery which benefits over 80 local good causes, raising thousands for the local community and enabling us to create a central fund which we can use to further help community groups without putting increased pressure on our council's budget."



Ken Miles, Chief Executive
DEVON NORTH COUNCIL

Success story: North Devon Community Lottery



North Devon Community Lottery is an exciting weekly lottery that raises money for good causes in North Devon. All good causes supported by the lottery will benefit North Devon and its residents.

Play the lottery, support North Devon – it's that simple!

North Devon Community Lottery has raised £37,995 since launching for Local good causes in North Devon

There are currently over 80 good causes raising funds through the lottery, including charities, community groups, and sports clubs.



2023
lottery launched

£37,995
in tickets sold

858
lucky winners

£1
per ticket

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Frequently asked questions



120+

local authorities
and CVCs



£3.7 million

funds raised
each year



63%

returned to the
community



#1

in lotteries for
councils and CVCs



Unrestricted

source of funding for
your community

How often is there a **jackpot winner**?

To date in we have paid out 75 Jackpots over the last 10 years.

Can **gift aid** be claimed on returned donations?

Not yet, we are working on a way to enable this



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**We're excited to
help your community flourish!**

FAO: Shaun Fishenden, Ivers Parish Council

February 2025

**Presented by:
Carol Devine, Business Development
Manager**

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