



Presented by

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Introducing

Cheltenham Lottery

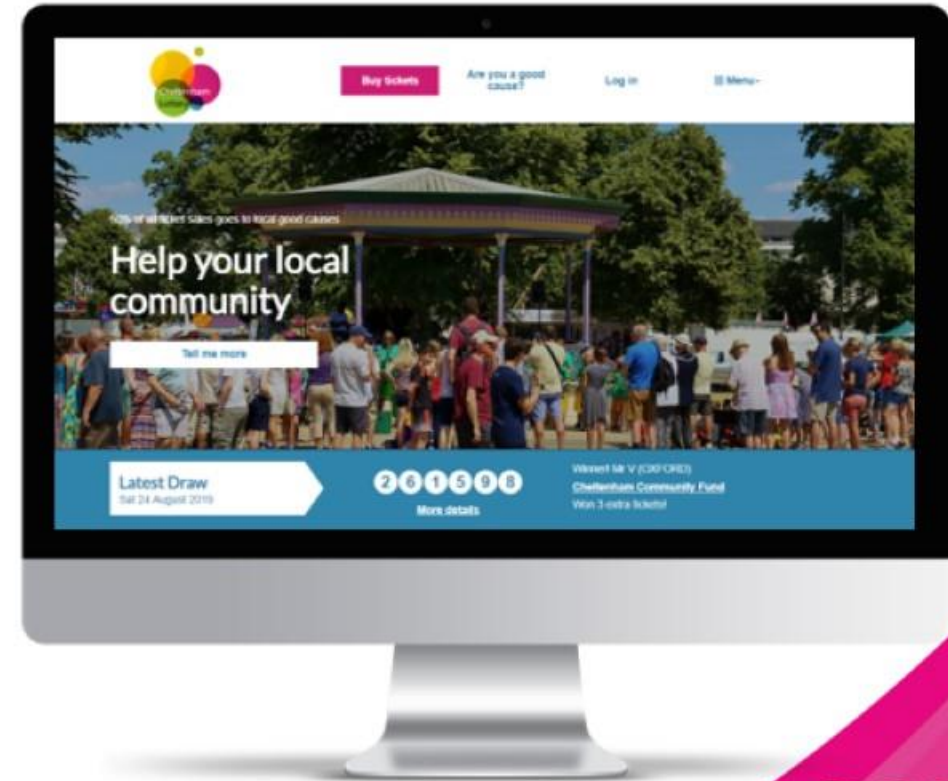


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Introducing your new Lottery

-  **Cheltenham Lottery** is a new initiative from **Cheltenham Borough Council**
-  Powered by expertise from **Gatherwell Ltd** an established External Lottery Management Company
-  The lottery is being launched to support **good causes** locally



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How it works



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How it works

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



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How the lottery works



Visit the site

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. Player's can choose numbers or a lucky dip.

How it works Supporters



Choose a cause

Each ticket can either support the Central Fund (many causes) 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.



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Splitting the pound



60%

Good causes

60% of all tickets sales goes to good causes!

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



20%

Prizes

20% of tickets sales goes back to supporters as prizes



20%

Running costs & VAT

The running costs incurred by gatherwell. These include the costs of all banking and transaction fees, running the site, player support, marketing etc.

HMRC define that ELM costs are VATable

NB These are recoverable



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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 underwritten by prize insurance common place in the industry and can be 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.



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How the lottery works



Visit the site

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.

How it works Causes



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.



Get Approved

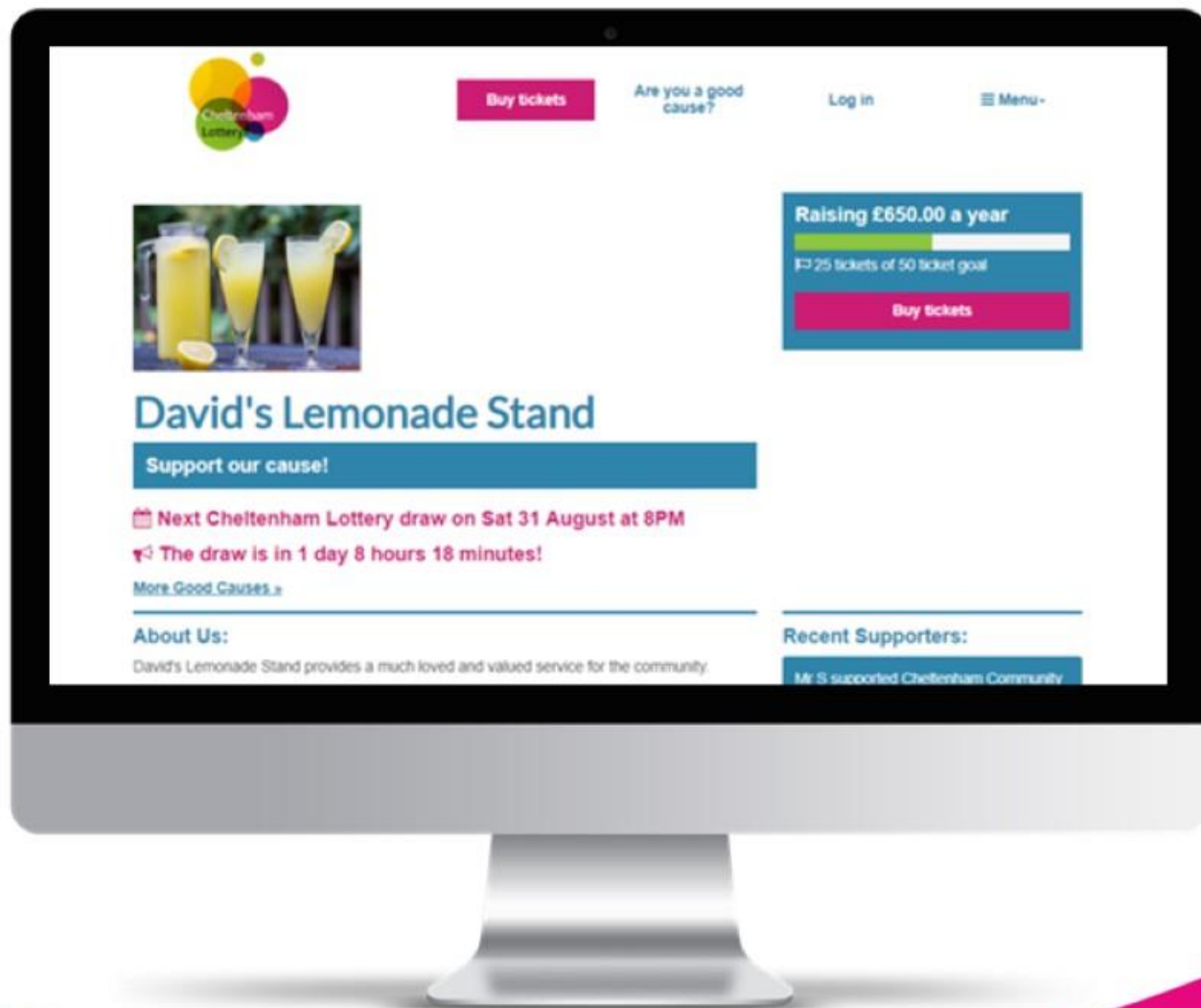
The LA will check the causes qualifies and approve them. Once approved they'll have their own page and welcome pack in 1-2 days!



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Good cause webpage



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Bespoke marketing materials



Lottery Logo

Motivating
Headline

Spring into action!

V A L E
LOTTERY

**Carers
Bucks**

**Join Vale Lottery
and help our
cause grow!**

- ✓ 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

Good Cause
Logo

Explanation of
how it works

Seasonally
Relevant

Easy Search
Term

QR code for
Smartphones



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Good cause dashboard



SUPPORT OUR GOOD CAUSE,
PLAY OUR LOTTERY, WIN UP
TO £25,000 AND HELP US
RAISE MONEY!

Let's get started!



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Website



www.cheltenhamlottery.co.uk

- Bespoke website designed in partnership with the council
- 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 site
- 99% uptime SLA, monitored 24/7
- Responsive website

Viewable on all devices (mobile, table and desktop)



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Support for Causes and Supporters

-  Dedicated telephone number **01242 396124** for your supporters and good causes – answered as your lottery
-  Dedicated email address **support@cheltenhamlottery.co.uk**
-  Dedicated social media accounts managed by Gatherwell (Facebook and Twitter) for posting results and increasingly direct communication with customers



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What's the role of the council?

Central marketing and promotion of the lottery



Process for assessing applicable Good Causes



Overall scheme administration



All the licencing and returns

GAMBLING
COMMISSION

General good practice and advice



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Vale 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 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 212 good causes now signed up for their own page, with money raised already going to support their work. Ticket sales still rising daily with over £85k /year currently being raised.



Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.



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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

79



Raising

£2,054 a year



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



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Case Study – Carers Bucks

Aims

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



Carers
Bucks



Joined

November 2015



Number of tickets

28



Raising

£728 a year



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



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Case Study – Medical Detection Dogs

Aims

The Medical Alert Assistance Dogs are trained to assist individuals who manage complex medical conditions, such as diabetes, on a day-to-day basis. The dogs are taught to identify the odour changes that are emitted prior to an emergency and alert the person to take preventative action.



Joined

November 2015



Number of tickets

94



Raising

£2,444 a year



Planning to spend on

Training new dogs to support Type 1 Diabetics

Top Tip

Added link to the website and regularly post on social media



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Case Study – Brill Sports & Social Club

Aims

Brill Sports & Social Club aim to promote participation in sport in and around the village. They provide support for their teams of football, cricket and touch rugby as well as sections for tennis, table tennis and Aunt Sally.



Joined

November 2015



Number of tickets

43



Raising

£1,118 a year



Planning to spend on

Investing in club premises
and equipment

Top Tip

Leaflet dropped the village



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"The response to BH Coastal Lottery in Bournemouth has exceeded all expectations. It's been 8 weeks since the **first draw raising £17,679.00** for Good Causes. The forecast is to raise £115,096.00 in its first year.

We recognise the value that independent, not-for-profit community and voluntary sector organisations have in the local community and **we are committed to support a thriving third sector.**

Gatherwell and the huge amount of advice and support have made the process simple."

- Kelly Ansell, Head of Communities, Enforcement and Regulatory Services, Communities, Enforcement and Regulatory Services, Bournemouth, Christchurch and Poole Council.



We are a small charity that relies on the support of local people and the lottery is giving us a way to raise much needed funds. We currently have 56 tickets a week, and are on our way to our target of 100 tickets a week which would bring in £2,600 per year. ”

Charlotte Kneer
CEO of Reigate and Banstead Women's Aid








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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 get **50% of every ticket sold** from your page –
Paid straight into your nominated bank account every month!




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Your Commitment

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

 **Manned** 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!**



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Key dates

TODAY
Good Cause
Launch

8 October
Tickets open
to players

**16
November**
First Draw



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www.gatherwell.co.uk