



White Horse Community Lottery



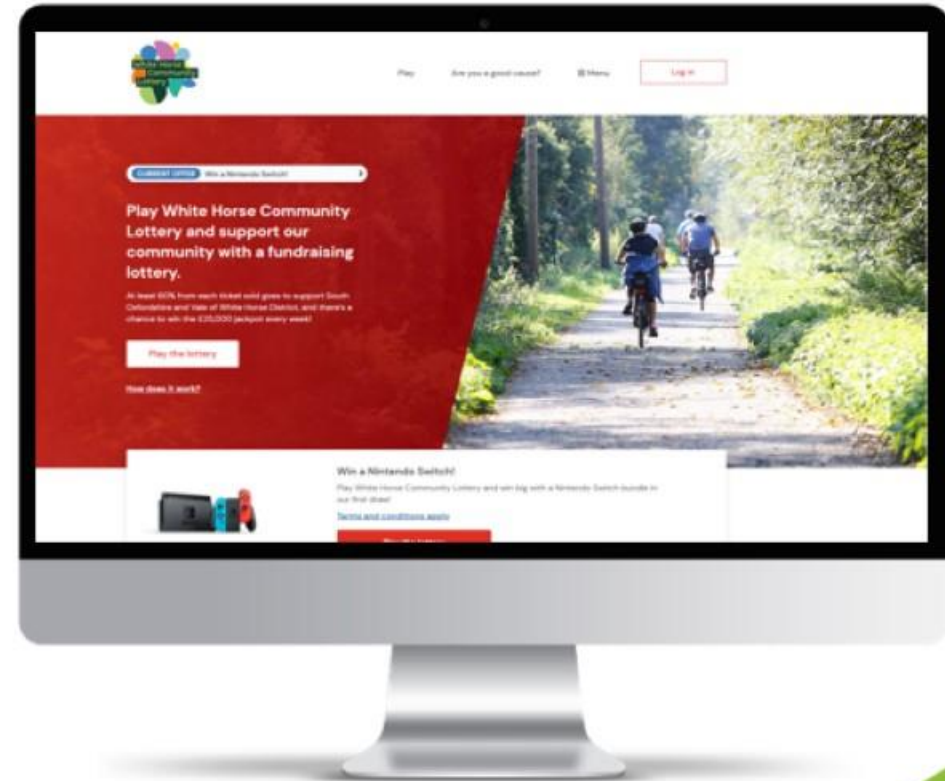
gatherwell
putting the ♥ into lotteries

Presented by
Phil Wright

Presented to
**The good causes in Vale
of White Horse District**

Introducing your new Lottery

- **White Horse Community Lottery** is a new initiative from **Vale of White Horse District Council**
- Powered by expertise from **Gatherwell Ltd** an established External Lottery Management Company
- The lottery is being launched to support **good causes** locally

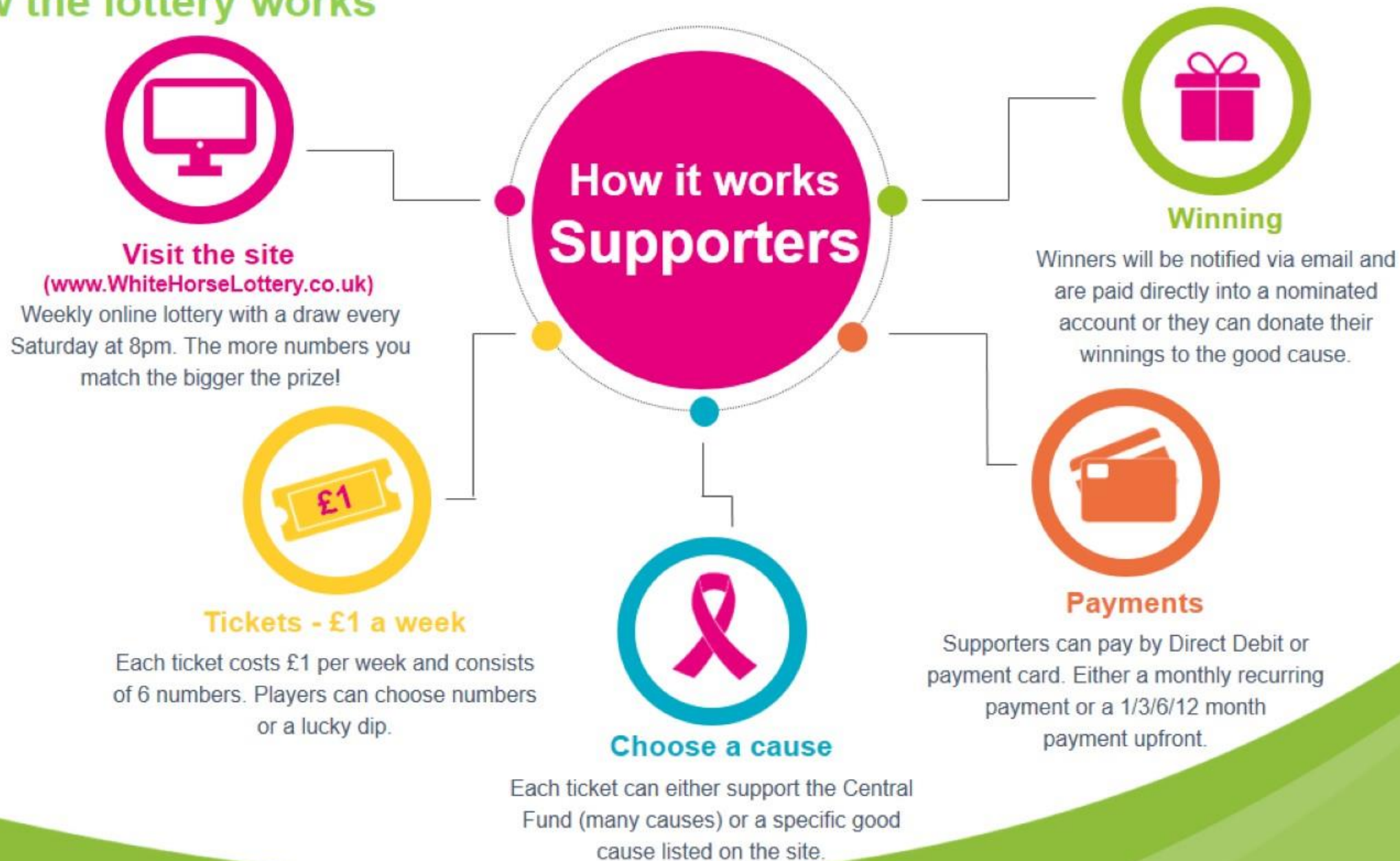


How it works

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



How the lottery works



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 and VAT



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.

Bolt-On prizes

In addition to the core lottery provision, there will be extra 'bolt-on' prize draws for the first draw.

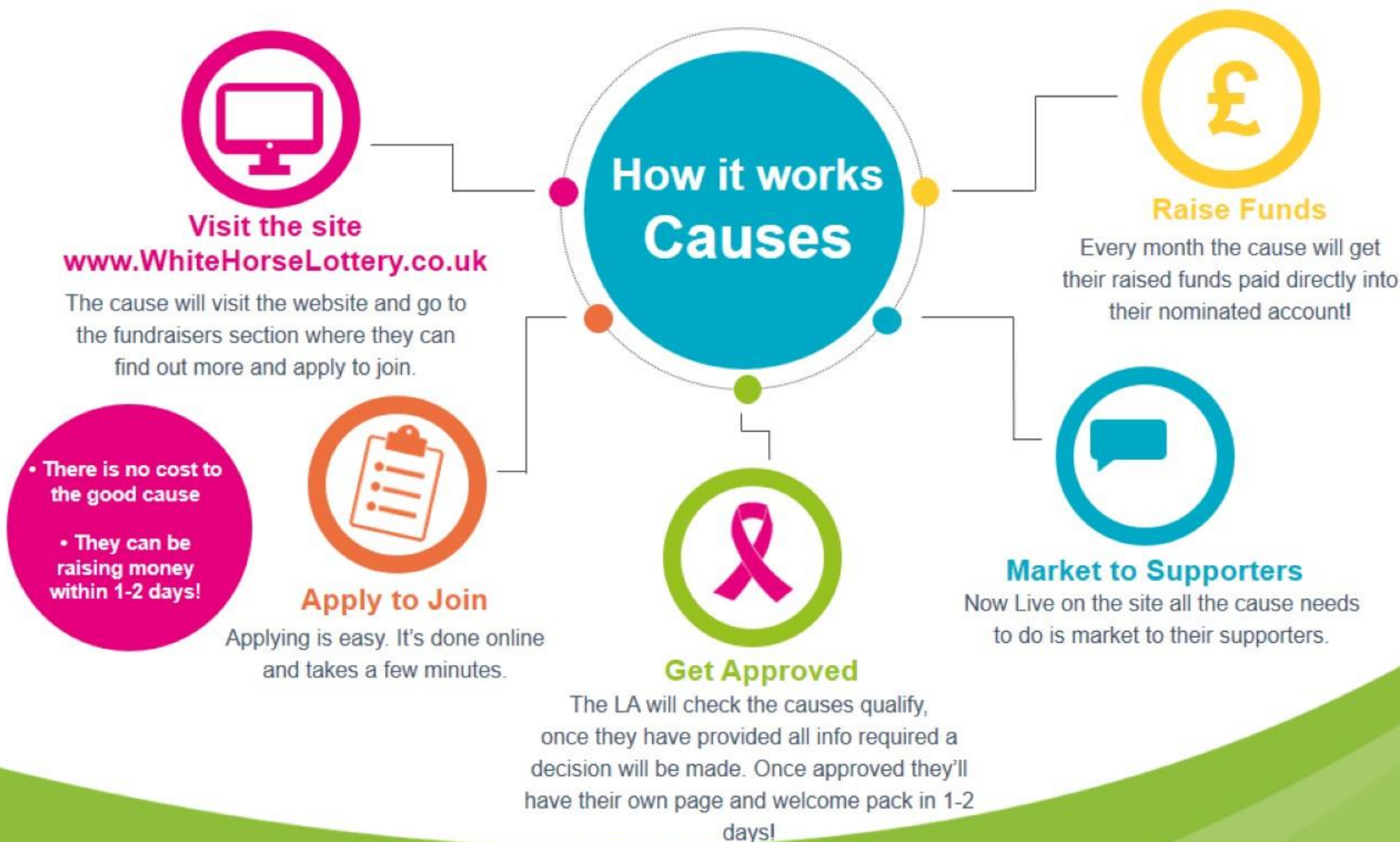
Prize : 5x £100 donation to a good cause, of the winners (supporter) choosing

Bolt-On prizes


There will also be seasonal national bolt on 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 cause webpage



Supporter count

15 supporters


Mr L supported us with 3 tickets

4d 8h 4m 

Sat 12 June 2021

CURRENT OFFER Win a Nintendo Switch! >

The Three Legged Cat Charity

 First draw in 4 days

£1,170.00 of £1,300.00 target

45 tickets of 50 ticket goal

Buy tickets

About us

The Three Legged Cat Charity provides a much loved and valued service for the community.



We need your help so we can continue to offer and even expand our service!

Thank you for your support and good luck!


Yours sincerely,

Mr Blaine Bergkamp


Help us share our cause on social media

 Share 0  Tweet


How the lottery works

£1 per ticket 

That's right, unlike many other lotteries, our lottery tickets are only £1 per week.

60% to causes 

50% to your chosen cause and 10% to other causes in South Oxfordshire and Vale of White Horse District.

£25,000 grand prize 

Match all 6 numbers and you win the JACKPOT!

Bespoke marketing materials

Lottery Logo

Motivating
Headline

Good Cause
Logo

Explanation of
how it works

Seasonally
Relevant

Easy Search
Term



BUCKINGHAMSHIRE
LOTTERY

GREAT BRICKHILL
CRICKET CLUB

**PLAY TODAY &
WIN A STAY**

Support Our Lottery
This Autumn

WIN A Family Forest
Staycation!

- £25,000 jackpot!
- Sign up from £1 per week
- Support our good cause today
- Your support makes a real difference to our local community

To start supporting, visit:
www.buckinghamshirelottery.co.uk
and search for: Cricket

Supporters must be 16 years of age or older. Offer ends 31st October 2020. See website for terms and conditions.

Good cause dashboard

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

Let's get started!



Website



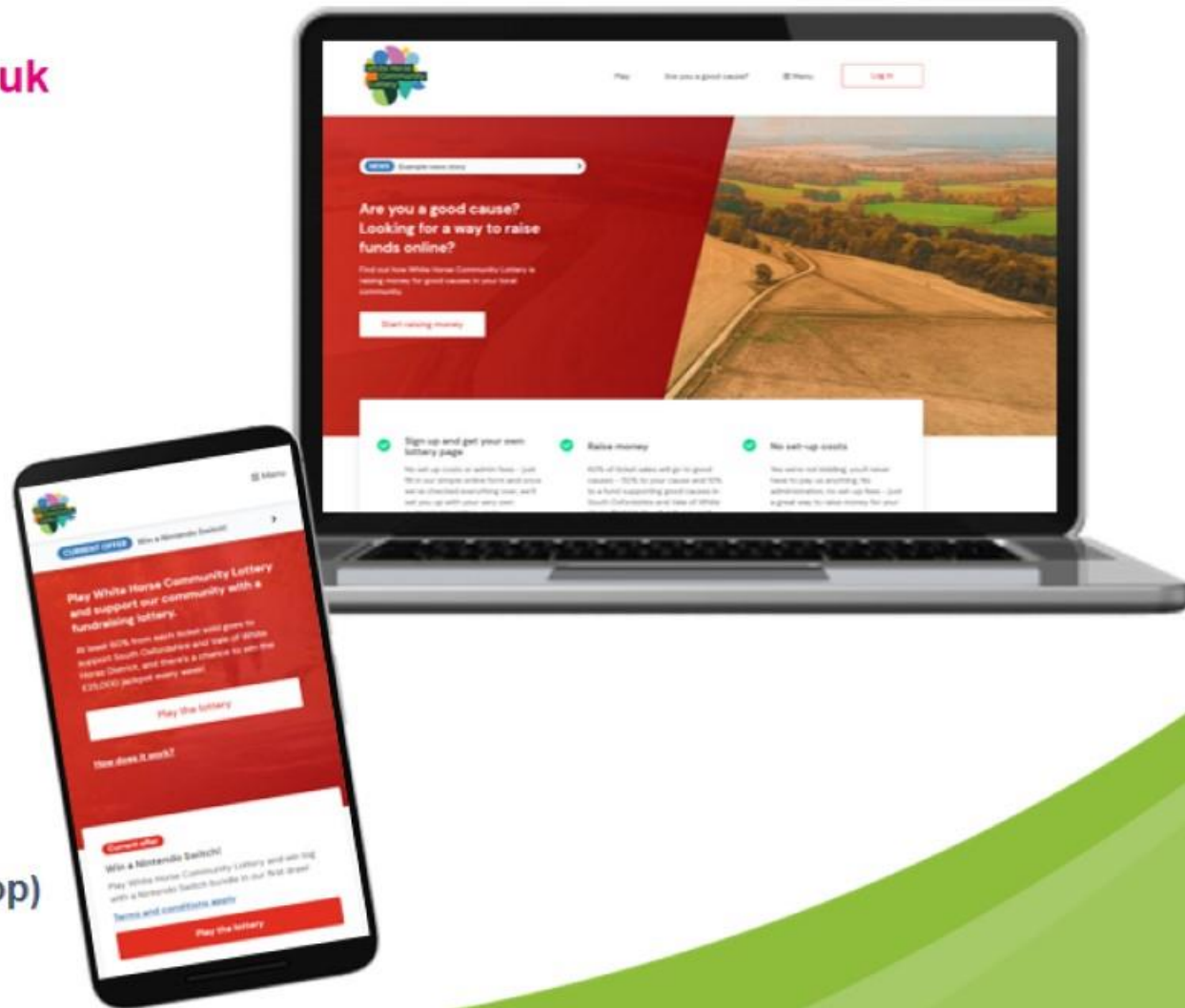
www.WhiteHorseLottery.co.uk

- 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 and accessible
- 99% uptime SLA, monitored 24/7
- Responsive website


Viewable on all devices (mobile, table and desktop)



Support for Causes and Supporters

 Dedicated telephone number **01235 391015** for your supporters and good causes – answered as your lottery

 Dedicated email address **support@WhiteHorseLottery.co.uk**

 Dedicated social media accounts managed by Gatherwell (Facebook and Twitter) for posting results and increasingly direct communication with customers



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



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 300 good causes now signed up for their own page, with money raised already going to support their work. Have raised nearly £500k 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

93



Raising

£2,418 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

Case Study – Carers Bucks

Aims

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

The logo for Carers Bucks, featuring the words "Carers" and "Bucks" in a purple, sans-serif font, enclosed in a thin blue rectangular border.

Joined

November 2015



Number of tickets

38



Raising

£988 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

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

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

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 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!


Your Commitment

 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

**29th
July**
Tickets open
to players

**18th
September**
First Draw



Questions?