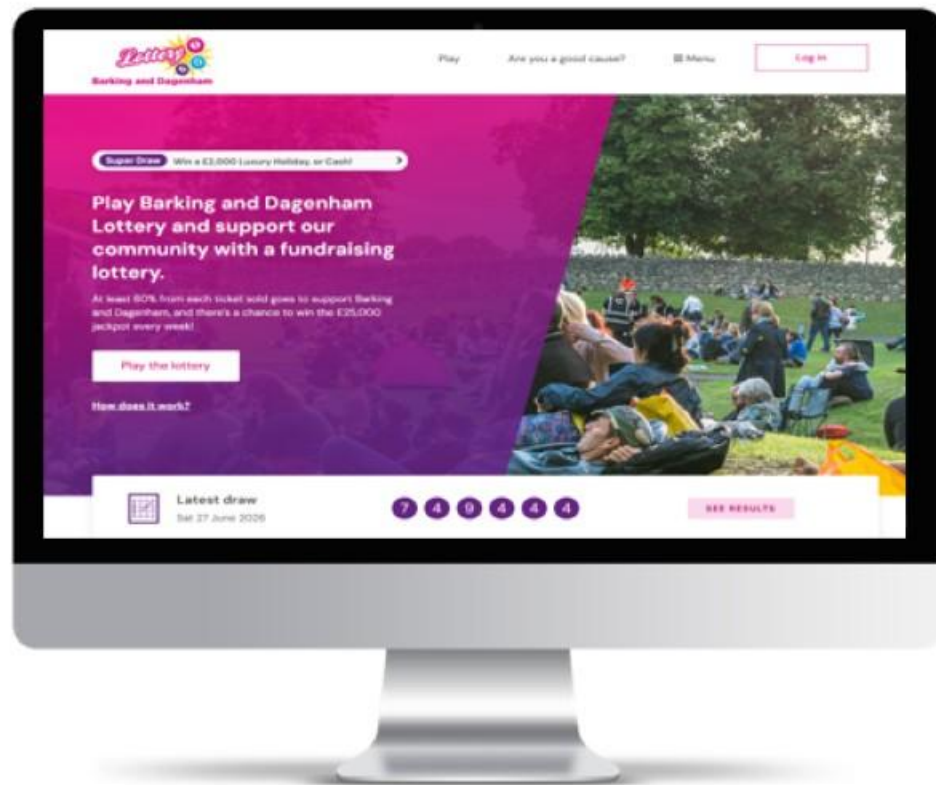




Barking and Dagenham

Introducing **your new community lottery**



♥♥ **Barking and Dagenham Community Lottery** is a new initiative from Barking and Dagenham CVS (BDCVS)

♥♥ Powered by **Gatherwell Ltd** – an established and award-winning ethical External Lottery Manager

♥♥ The purpose of the lottery is to help generate revenue and support **local good causes**

How to run your lottery - **today's agenda**

How it works for supporters

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Splitting the pound

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Visit the site



www.BarkingandDagenhamCommunityLottery.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



Winning

Winners will be **notified via email** and winnings 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.



Choose a cause

Each ticket can either support the Community Fund, or a specific **Good Cause** listed on the site.

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

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

**The 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

*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.

Super Draw prizes

In addition to the regular draw, there will also be seasonal **Super Draw prizes** throughout the year to encourage new players to enter – *and to reward existing supporters!*



Super Draw

Win a £1,000 Aldi Gift Card

Kick off 2025 the perfect way when you play our lottery! In our first Super Draw of the New Year, one lucky person will walk away with a cool £1,000 Aldi Gift Card. Just imagine the Specialbuys you could find with £1,000 to spend – you might just go in for bread and milk, but who knows what amazing possibilities you'll leave with from the Aisle of Aldi!? Or simply stock your cupboards with Super 6 veg, Super Weekly offers on meat, and more – the choice is yours! Get your tickets before Saturday 25th January to be in with a chance to win!

[Terms and conditions apply](#)



Visit the site



www.BarkingandDagenhamCommunityLottery.co.uk

Causes will visit the site and navigate to the fundraisers section where they can find out more and **apply to join**.



Apply to join

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



Get approved

BDCVS will check if the cause qualifies and **approve them**. Once approved, they'll have their own page. Welcome pack issued in 1 – 2 days.

How it works Causes



Raise funds

Every month, all **funds raised** for the cause will be paid directly into their nominated account.



Market to supporters

Now **Live**, all the cause needs to do is market to their supporters.



Barking and Dagenham

Play

Are you a good cause?

Menu

Log in



Barking and Dagenham Community Fund

Support Our Cause!

Super Draw

Win a £2,000 Luxury Holiday, or Cash!



About Barking and Dagenham Community Fund:

Barking and Dagenham 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 Barking and Dagenham 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 Barking and Dagenham CVS, 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.

£3,338.40 of £31,200.00 target

107 tickets of

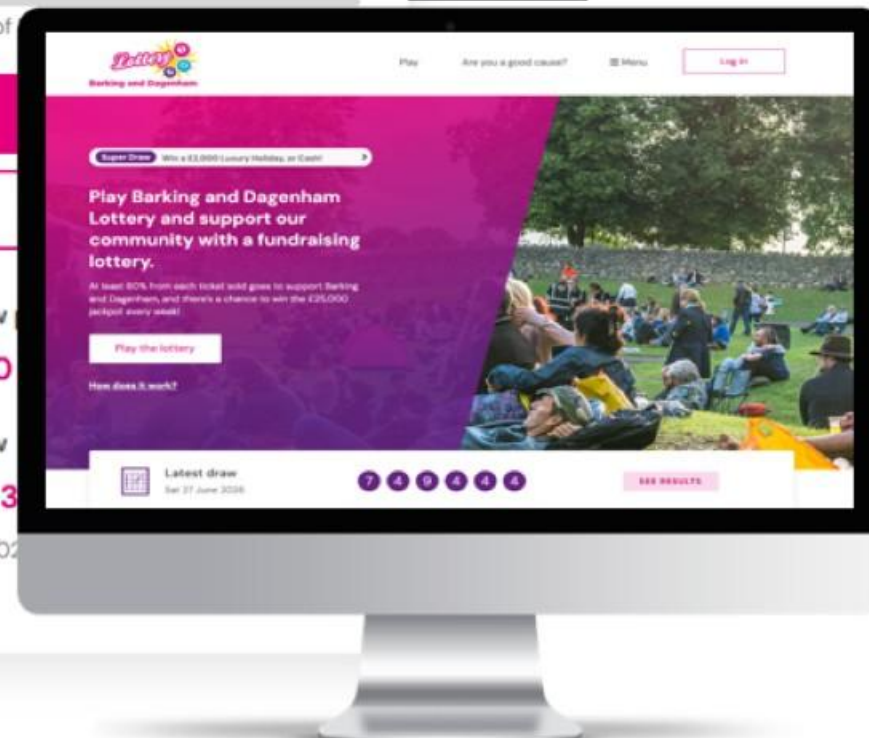
Next draw

£25,000

Next draw

5d 12h 3

Sat 4 July 202



Bespoke marketing material

Motivating headline

PLAY NOW
TO SUPPORT GOOD CAUSES

Lottery relevant imagery

Explanation of how it works

- Support the good cause of your choice - to give their fundraising a boost!
- Tickets cost just £1 a week
- Win up to £25,000

Good cause logo



QR code

Easy search term

BUY TICKETS:
www.sthelenscommunitylottery.co.uk

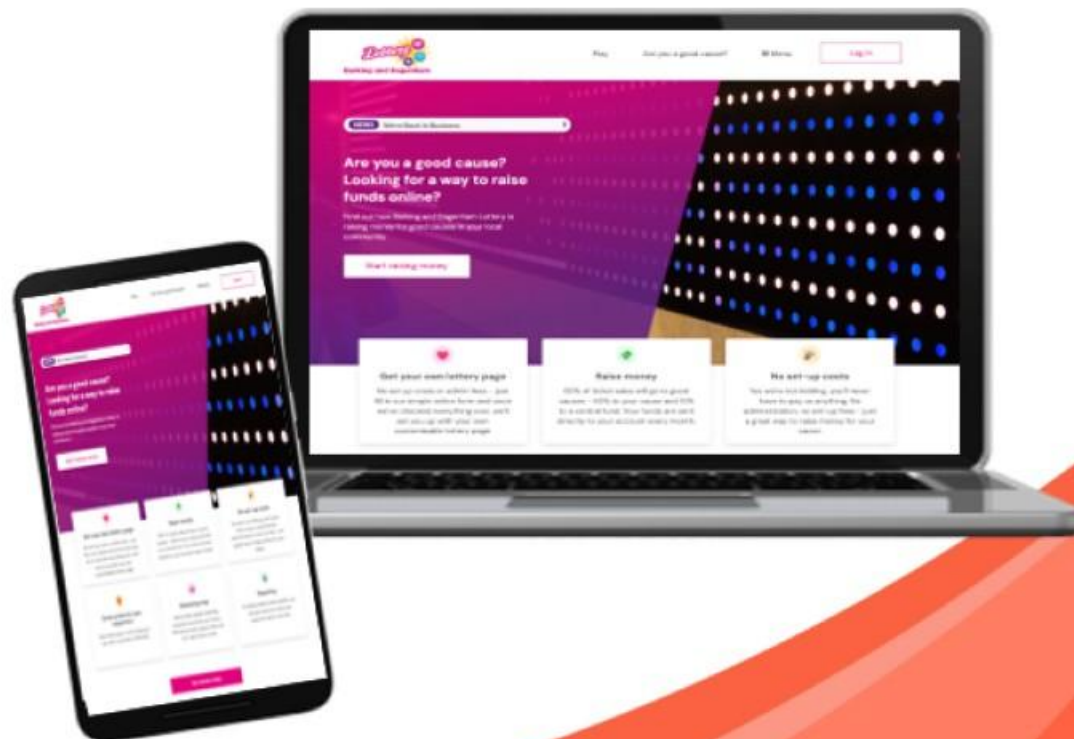


Website

www.BarkingandDagenhamCommunityLottery.co.uk



- ♥♥ Bespoke website designed in partnership with Barking and Dagenham CVS (BDCVS).
- ♥♥ 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 and 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 **02081917909** for your supporters and good causes – answered as your lottery
-  Dedicated email address **support@Lotterybd.co.uk**
-  Lottery **Facebook page**, moderated and monitored
-  Lottery specific **updates** via Barking and Dagenham CVS.



What is being done for **you**

**Central
marketing and
promotion of
the lottery**



**Process for
assessing
applicable
Good Causes**



**All the licensing
and returns**

**Barking &
Dagenham**

**Overall scheme
administration**



**General good
practice and
advice**



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 funds from money raised helping support their work. Ticket sales still rising daily – raised nearly £1m since launch.



Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.



Case study: Carers Bucks

Carers
Bucks

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



November 2015



54



**£1,404 a year
£7,394 since joining**



**Proceeds used to fund
new support group**

TOP TIP:

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

Case study: Blackbrook Royals JRLFC & Blackbrook Royals under 7's



Blackbrook Royals JRLFC & Blackbrook Royals under 7's – aim to promote participation in sport in and around St Helens. They provide support and develop youth rugby across a variety of age groups.



March 2024



193



£5,018 a year



**Reinvesting in the club
and raising funds for
a 4G pitch**

TOP TIP: There is a bit of healthy competition between the age groups to see who can raise the most funds.

Case study: Penguin Sports Foundation , North Devon Community Lottery



“Like penguins, our children may not 'fly' in the real sense. But penguins thrive in their own environment on land and in water and so can they. With the right support, the right equipment and the right encouragement, every child can discover how they move best, whatever the physical disability or mobility challenge. As a small charity, our mission is to make life-enhancing therapy and adaptive sport accessible and affordable for every child who needs it.”

Joined

March 2025

**Number of
tickets**

48

Raising

£2048 since joining

**Planning to
spend on**

**Investing proceeds in
junior coaching**

Gemma Rous founder of Penguin sports foundation, on how the lottery makes fundraising simple and low effort.

A word from Penguin Sports Foundation



Our commitment

We want to make it as easy as possible for you to successfully raise money.

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, **our support**

- ♥♥ Sell **20 tickets** within 4 weeks of your cause going live
- ♥♥ Create a bespoke **email address**
- ♥♥ Use your **dashboard** to monitor performance
 - Track your own performance
 - Use our dedicated marketing material
 - Upload your bank details so we can pay you
 - Keep your cause message updated – **tell your supporters how their money is helping**
- ♥♥ Let's **work together** – help us help you
- ♥♥ Spread the word – **promote the lottery** far and wide



Questions?



Sign your Good Cause up today to start raising money

www.BarkingandDagenhamCommunityLottery.co.uk