

Introducing a new way to fundraise across Cambridgeshire

Brought to you by



Cambridgeshire
Community
Foundation





What is Cambridgeshire Community Lottery?

- A fun and effective way for local charities and community organisations to fundraise and engage with supporters.
- Enables people to support the causes they care about while having the chance to win something in return.
- A ticket costs just £1 a week and 60p from this will go directly to good causes.
- Players have a 1 in 50 chance of winning a prize each week, with a top prize of £25,000.





Why play the lottery?

Support good causes!

- 60% of all ticket purchases support local charities and community organisations.
- Supporters choose a local cause to receive 50p from each £1 ticket they purchase.
- The Foundation receives 10p in every £1 to benefit other causes across the county.

Win great prizes!

- Cash prizes from £25 to £25,000
- 1 in 50 chance of winning a prize
- Better chance of winning the jackpot than the National Lottery

Benefit your local community!

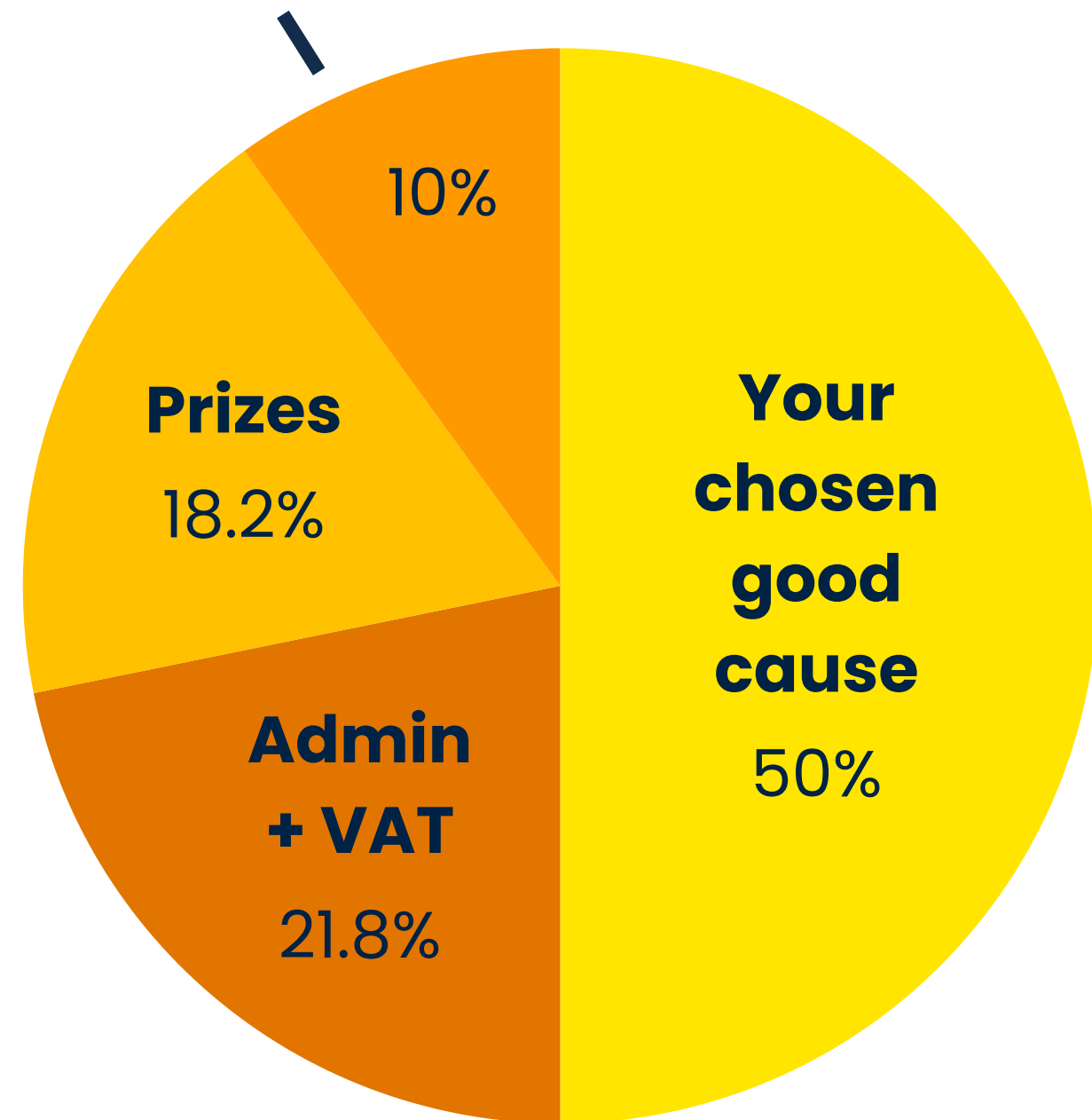
Every good cause supported by the lottery will benefit Cambridgeshire and its residents





Ticket breakdown

Cambridgeshire Community Foundation



From every £1 ticket sold, 60p will go to good causes in Cambridgeshire

Players can choose which good cause gets 50p.

The remaining 10p will be used by the Foundation to support other causes across Cambridgeshire.





Supporting more than one cause with a ticket

Can't decide on just one cause? Select the Fund for Cambridgeshire option to support a diverse range of local initiatives throughout Cambridgeshire.

How it works

- **Pool your impact:** Your contribution joins others in a dedicated fund managed by Cambridgeshire Community Foundation
- **Expert distribution:** Our Grants Team identifies impactful local projects addressing community needs to award grants to from the fund.
- **Wider reach:** Support everything from mental health and environmental conservation to homelessness and cultural initiatives.

Perfect for players who:

- Want to support multiple causes simultaneously
- Prefer to address a variety of community needs
- Trust the expertise of the Foundation to identify worthy projects





Become one of the lottery's good causes

- Joining is free and simple.
 - You will receive 50p from every ticket purchased by your supporters.
 - Another 10p will go towards supporting the wider community.
 - Your supporters will get the chance to win prizes of up to £25,000 for just £1 per week.
 - You'll get your own Cambridgeshire Community Lottery page and URL – it's easy to share and a great way to enhance your cause's profile.
 - No-hassle automation – winners will be advised directly, plus you'll automatically receive reports and a monthly transfer of the funds raised.
- All you need to do is set your page up and promote it!





Who can join?

Non-profit organisations operating within Cambridgeshire. This includes charities, sports clubs, community groups, CICs and schools, among others.

You will receive:

- Marketing materials
- Weekly updates on your lottery sales
- Access to real-time statistics
- Monthly payment of funds directly into your bank account

What's the catch?

There isn't one!

- **No set-up fees**
- **No minimum ticket sales**
- **Automated draws**

All you need to do is promote the lottery!





Signing up takes just a few minutes

- Enter a few key details about your organisation on the Cambridgeshire Community Lottery website.
- Our team will do a quick eligibility check.
- Once approved, you'll have your very own lottery page and marketing materials to send out to your supporters.
- We're on hand to support you with guides, tips, email, and phone assistance.





Will it affect other fundraising initiatives?

- We don't want to take existing donations away from charities.
- We hope the lottery will encourage existing donors to give a little more.
- It might also attract new donors who may not give in other ways.



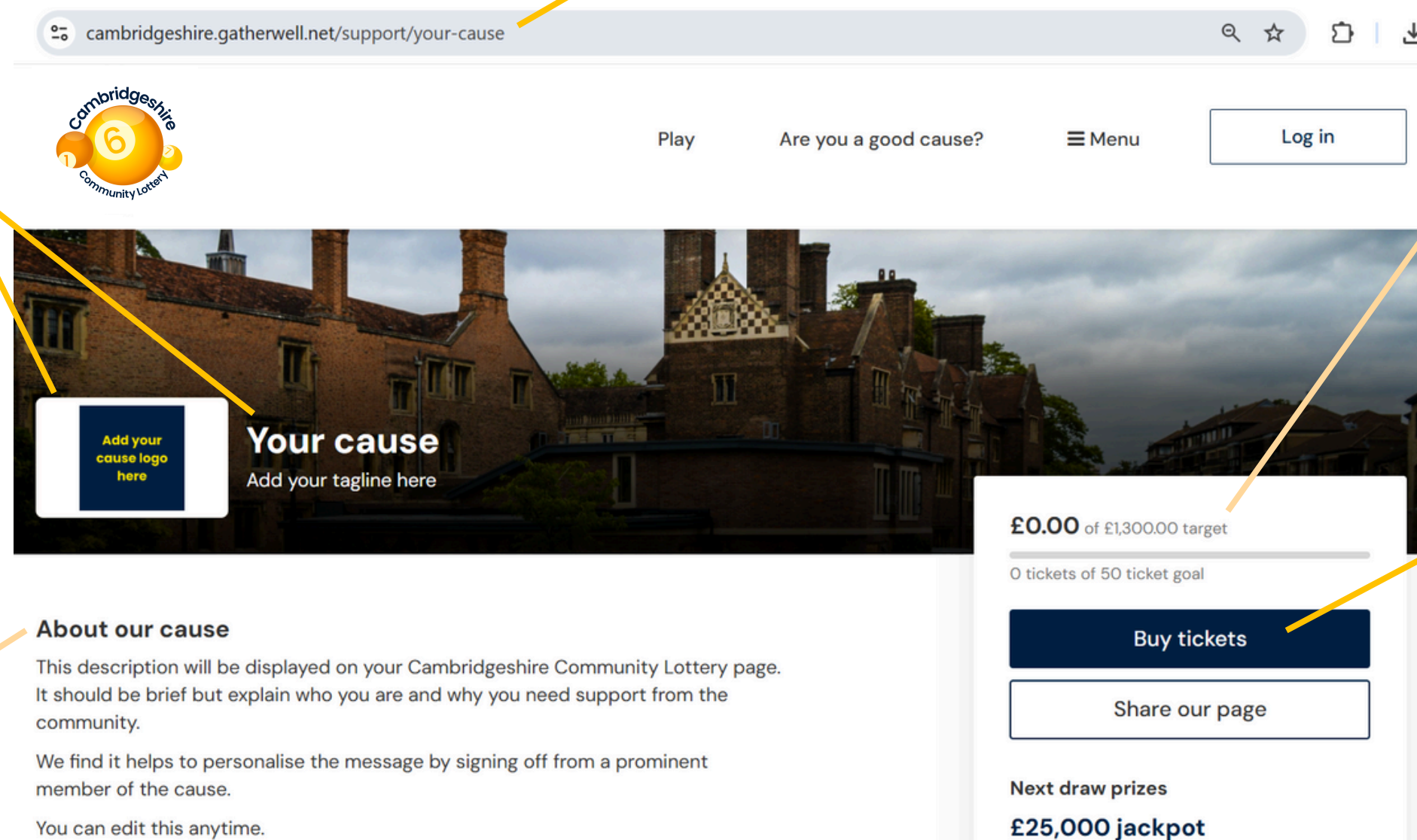


What could your page look like?

Your unique URL, so it's really easy to share your page

Your logo and cause name, plus there's free text space underneath for you to inspire your supporters!

A text field for you to share whatever you wish about what you're raising money for - keep it general or specify certain projects - it's up to you! You can include a link to your own website here too



You'll be able to see how many tickets you've sold and how much you've raised against a potential target

This is where your supporters can buy tickets. Remember, 50p from every £1 ticket bought through your page will go to your cause!



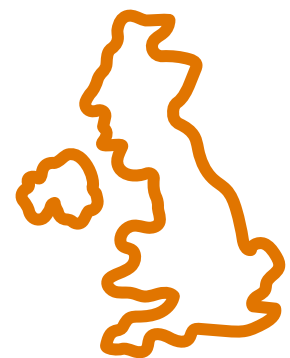


Cambridgeshire
Community
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For a better county

Gatherwell Our lottery partner

Gatherwell runs over 160 community and charity lotteries, including:



16,000

organisations
across the UK



4,000+

lucky winners
every week



£23 million
raised for good
causes



11 years

experience creating
digital lotteries





Community lottery success by the numbers

WATFORD COMMUNITY



Launched in
June 2023

Selling 927
weekly tickets

64 causes
signed up

Raised £50,000 for local
causes since launch





Win big while supporting your community

Tandridge Together Lottery



Winner Jane says:

“I am thrilled to win! For the price of a weekly coffee, I’ve helped others without even noticing the money going out of my account.”

Councillor Catherine Sayer says:

“Not only is it a fun way to be in with a chance of winning cash prizes, but it also directly benefits local charities and good causes”





Gambling and lotteries

Charity lotteries are considered low risk when it comes to problem gambling, but we want to make sure our lottery is safe for everyone. Our lottery partner, Gatherwell, have the following measures in place:

- Players must be 18 years and over.
- Gatherwell actively protect consumers from problem gambling and personally contact any player who purchases a significantly higher than usual numbers of tickets.
- Gatherwell financially contribute to the BeGambleAware campaign.
- The lottery will offer a self-exclusion option for those customers for whom gambling has become a serious problem and who wish to restrict their gambling with Cambridgeshire Community Lottery.





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Next steps

Keen to find out more or want to get started?

Join our launch webinar

11am, Tuesday 20 May

Find out more and ask any questions you might have - register at: <https://shorturl.at/vku6l>

Sign up your good cause

Ready to get started? Once we're live on Tuesday 20 May you can sign up!

Visit www.CambridgeshireCommunityLottery.co.uk

Get in touch

Contact us at info@cambscf.org.uk

or 01223 410535

