

Society lottery conference update





Gambling or Giving

Important part of the fundraising landscape
Av 46% (£208m*) to good causes but a gambling product

Source: Gambling commission /*Lotteries Council Dec16

aimm

Society lotteries



What are they?

Lotteries/raffles run for charitable benefit

492 lottery operators and 38 external lottery managers

Source: Gambling Commission 2016

The set up

Gambling commission licence needed (or local authority licence for smaller lotteries)

A min of 20% goes to good causes - rest in prizes, admin, profit

VAT exempt

How they work

Most entries via web, form filling or phone

Limited KYC checks - name


Most lotteries are monthly subscriptions - ROI

Spontaneous entry restricted by web requirements and payments

1. The opportunities

What's in it for us?

What's the scope?

- 
- Large market - £530m in 15/16
 - And growing - by 10% on previous year
 - Commercial rates for our industry - and for everyone in the value chain

Grow **their** industry

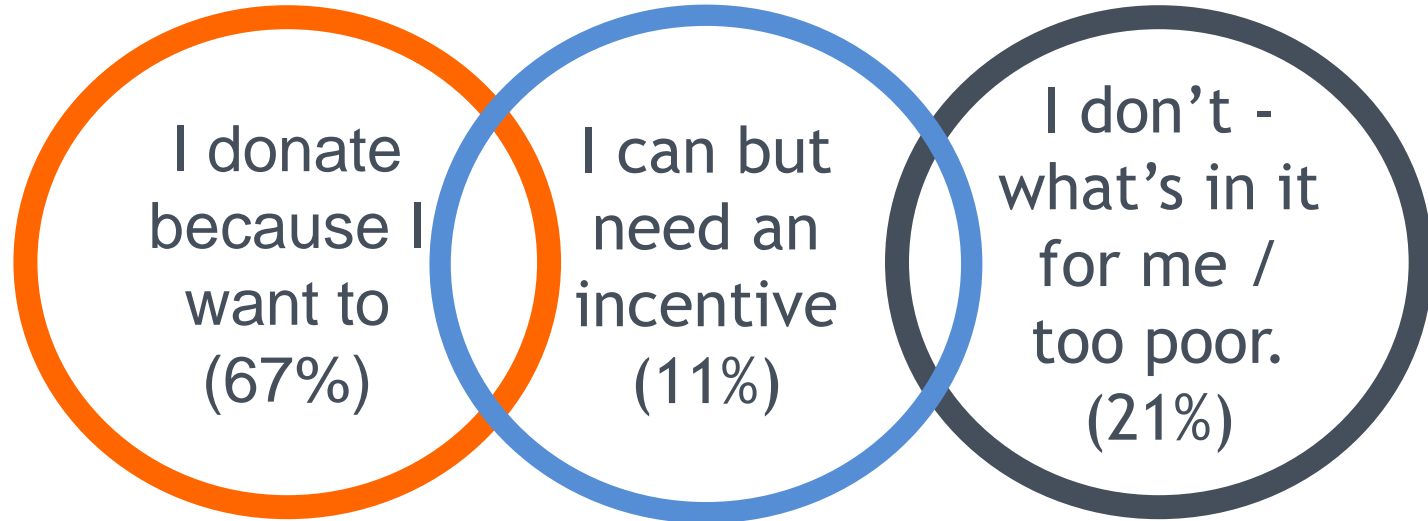
Estimate a 10% incremental growth in sales

£53million turnover

Grow **OUR** industry

As this call to action increases in popularity we take our share of the
£583m

What's the motivation?



What's our reach?

Mobile penetration

115% population

85% smart phone

98% micropayment enabled

7 million adults have a phone
but no payment card



What's the risk?

Proven success

Text donations:

From standing start 3 years ago to £115m in 16/17

From £3 ask to £20

Use the learnings

Source: PSA Data 16/17 annual report



Save the Children
**EAST AFRICA
FOOD CRISIS
APPEAL**

**TEXT EAST
TO 70008 TO
DONATE £5***

Photo: Zacharias Abubekri/Save the Children

*You will be billed £5 plus your standard rate text message. We receive 100% of your donation.

By donating you agree to future calls & SMS updates on our work and how you can support us. Include NO PHONE to opt-out of calls and SMS.

2.

The UK launch

The conference

Why launch?



Big market

Growing market

Consumer willingness

Fabulous reach

Proven track record

Huge market growth
opportunity for us



UK launch on 22nd Septmeber 2017 at:



CANCER
RESEARCH
UK

aimm

The speakers



The conference sponsor:
Dynamic Mobile Billing



Attendees



Full house – and a waiting list

30 lottery 15 aimm members

Range of large to small

- Sterling lotteries, Capen, CFP Data etc
- Battersea Cats & Dogs, RNIB, Marie Curie, Alzheimer's etc
- Tuckwell Chase Hospice etc



“I’ll come to all aimm events if they are like this!”
MNO

“This is the most exciting thing to happen since the invention of the postage stamp!” ELM

“I’m so excited about this opportunity - I want to get going” Charity

“There are some things to sort out with the Gambling Commission” Hospice

“I didn’t realise that the MNO’s were ready to go”
Charity

Post launch



Meeting with the Gambling Commission

aimm/PSA have met on 5th October 17

Focus on top areas to debate

ELM's

Developing relationships with Capen and others

Met on 28th September 17



Building aimm membership

Acquiring society lottery members is key

Refining the proposition

Should have live case by Christmas 17



Thanks!

Any questions?

