



gatherwell 
A JUMBO COMPANY

Fundraising lotteries for local authorities

Build a more resilient community sector

Gatherwell helps local authorities generate new income for essential services and create goodwill across the community.

More than 120 local authorities and CVSs across the UK are already using a Gatherwell lottery to fundraise for essential services.

Our innovative, low-cost lotteries help build a more resilient voluntary and community sector, and provide a valuable source of unrestricted funds. They provide grassroots organisations with a fast and effective way to fundraise.

Best of all, a Gatherwell lottery enables you to create a stream of unrestricted funds that can be used at your discretion, for initiatives such as grants funding and infrastructure projects.

Award-winning lotteries

With more than 10 years' experience in online lotteries, it's safe to say we know a thing or two about creating successful fundraising lotteries.

Our highly-awarded external lottery management sets the standard in the UK. We have helped 12,000 organisations raise more than £20 million for their causes, a number that continues to grow each year.

But don't just take our word for it! We have the success stories and accolades to prove it, and have been awarded the Lottery Operator of the Year by the Lotteries Council.

Powered by the very best

Gatherwell is part of the Jumbo Interactive Group, a global leader creating the world's best lottery experiences.

The provider behind some of the most successful and impactful lottery programs worldwide, Jumbo has four million active players and raises £133 million each year for good causes.

120+
local authorities
and CVSs

£3.7 million
funds raised
each year

63%
returned to
the community

10 years
creating
digital lotteries

number one
choice for
local authorities

unrestricted
source of funding

Create a successful lottery with ease

At Gatherwell, we provide everything you need to make your lottery a success.

Expert advice and guidance

We have helped more than 12,000 organisations raise funds for good causes, making us the perfect partner to drive lottery success. We'll support you when it comes to councillor or trustee endorsement, so you can achieve buy-in for your lottery.

Bespoke lottery website

When you launch a community lottery, you'll get a dedicated website built by us with a look and feel designed to engage your community. It will have your branding, and a unique URL, ensuring it will resonate with local causes and residents.

Comprehensive launch plan

We provide a comprehensive launch plan to ensure your lottery makes the biggest possible impact, as quickly as possible. This includes a launch planning guide, press release, and much more.

Customised marketing materials

Our marketing team will build a suite of promotional materials to encourage local organisations to join your lottery and rally the community to support these causes and buy tickets.

Social media posts

We provide a suite of social media assets, as well as fully automated social media posts to help encourage supporters via Facebook and Twitter.

Dedicated customer support

Our team is on hand online and over the phone to answer supporters' questions and help with ticket purchases, via a dedicated local phone number and unique email address.

Complete visibility

Our online dashboard and regular email reports provide you with total visibility over your lottery results. This makes it easy to understand and demonstrate the positive impact your lottery is having on your local community.



Start your fundraising journey in four simple steps

1 Launch the lottery

Gatherwell will create an online lottery dedicated to your local authority. We will work with you through all the fine details such as the lottery licence application, and will support you to gain endorsement from across your organisation.

2 Attract organisations

Once the lottery is launched, we'll help you let local community groups and organisations know. They can apply to join, and will have their own dedicated cause page within your broader lottery website.

3 Encourage supporters

Now you have good causes on board, it's time to start fundraising! Supporters can purchase a ticket for just £1 for their chance to win the £25,000 jackpot and other cash prizes.

4 Celebrate the wins!

Gatherwell will take care of all aspects of the prize draw for you. All that's left for you to do is celebrate alongside the lucky winners and watch as additional funding rolls in to support your local community. Players can even donate their winnings back to the cause.

Prize structure

The lottery offers an exciting breadth of prizes for your players. The more numbers they match the bigger the prize - up to £25,000 jackpot!

Matching numbers	Prize	Odds
6	£25,000	1,000,000:1
5	£2,000	1:55,556
4	£250	1:5,556
3	£25	1:556
2	3 free tickets	1:56

Give more back to your local community

Gatherwell is proud to be an ethical lottery provider.

We work hard to ensure funds raised go back to the good causes they were intended for.

Gatherwell lotteries return almost double the amount of other national lottery providers.

More than 60% of all ticket sales go back to your local authority and the community organisations you support.

50% good causes

50% of all funds raised go directly back to the cause.

20% prizes

20% goes towards the cash prizes and £25,000 jackpot

17% admin

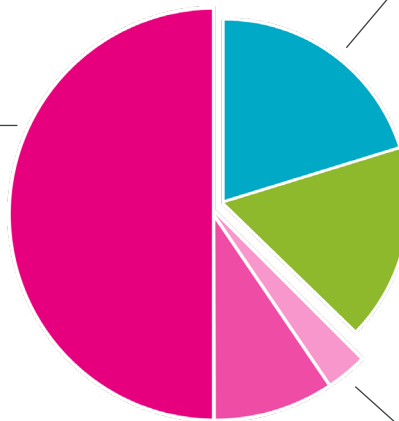
17% of funds raised are used to cover admin costs such as customer support, marketing and

10% central fund

10% goes into a central fund, which can be used at your organisation's

3% VAT

3% goes to VAT, which you can claim back and redirect into your organisation and clubs.



WIN
up to
£25,000



Your lottery gives supporters the chance to win up to £25,000.

Enjoyable and entertaining, Gatherwell's digital lotteries reward players with a fun experience, giving them the chance to win a prize in return for their support.

This is the ideal way to engage your existing community, and also provides new opportunities to connect with people who don't necessarily have an affinity with your cause.

Success story: Dover District Council

“We’ve had a fantastic response to the launch of our local lottery. As a result, we’re increasing our own community grants program to deliver even more funding to local good causes. The lottery is helping us build a more resilient voluntary and community sector.”

Dover District Council





Let's make this happen!

We're looking forward to working
with you to help build a more
resilient community sector.

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