



Lottery Do's and Don'ts

May 2023



There are strict rules on how we sell lottery tickets. Serious breaches of these rules could lead to the Gambling Commission revoking our Gambling Licence, meaning a loss of £2.7million per year for Sue Ryder.

We've outlined some of the do's and don'ts around selling lottery. These are in place as the Gambling Commission have very strict rules that enforce how we can promote our lottery. The below rules are additional to the regular lottery training and is in response to some shops selling tickets in a way that breaks the Gambling Commissions rules.

What you need to be aware of;

- Every Lottery ticket costs £1 and cannot be discounted.
- Any promotions on lottery must **a)** be approved by the Lottery team lottery@sueryder.org and **b)** be temporary, as a permanent promotion on lottery may give the impression of a discount.
- Tickets **cannot** be linked in any way to other gambling activity. i.e buy a lottery ticket and be in with a chance to win a Teddy/gift hamper. The only prizes that can be won when buying a lottery ticket, are those given away and advertised by the lottery.
- Tickets **cannot** be bought with money that was intended for other purposes, such as donations. The Institute of Fundraising have strict rules that state a supporter's donation must be used by the charity in the exact way it was intended. **Tickets can only sold to an individual over 18 who chooses to gamble, or who chooses to buy lottery as a gift for someone else over the age of 18.**
- Every ticket in the lottery costs the charity a fee. In 2022 14.3p from every ticket sold went towards cover the costs of running the draw and paying out prize money. Using money intended for a donation to buy tickets, both breaks the Institute of Fundraising and Gambling Commissions rules, putting our reputation and lottery at risk, but is also a 13% reduction in income for the charity.



DO's

- ✓ Sell ticket to customers over the age of 18 who choose to gamble
- ✓ Follow your lottery training selling responsibly to supporters
- ✓ Contact the Lottery Team to discuss a promotion on ANYTHING other than a straight forward lottery transaction
- ✓ Use any agreed promotions for a short space of time, otherwise they will become the norm



DONT's

- ✗ Sell any lottery ticket without the purchaser or another member of staff present
- ✗ Use funds intended for other purposes to buy tickets
- ✗ Buy or sell tickets out of normal trading hours
- ✗ Enter customers who buy lottery into another draw such as a raffle
- ✗ Put £2.7million at risk by breaking the rules

Please fill out your details below to confirm you have read and understand the above details and that you agree to sell lottery tickets in accordance with the above and with any other lottery training you have been given

Name	Position	Date Training completed	Signature

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Because no one should
face death or grief alone

There are strict rules on how we sell lottery tickets.

Serious breaches of these rules could lead to the Gambling Commission revoking our Gambling Licence, meaning a loss of £3million per year for Sue Ryder.

What you need to be aware of;

- Every Lottery ticket costs £1 and cannot be discounted.
- All lottery promotions must be temporary and pre approved by the Lottery team lottery@sueryder.org
- Tickets **cannot** be linked in any way to other gambling activity. i.e buy a lottery ticket and be in with a chance to win a Teddy/gift hamper.
- Tickets **cannot** be bought with money that was intended for **any** other purposes, such as donations or sales of donated items. Only genuine sales are permitted.
- Tickets can only sold to an individual over 18 who chooses to gamble, or who chooses to buy lottery as a gift for someone else over the age of 18.
- In 2022 14.3p from every ticket sold went towards cover the costs of running the draw and paying out prize money. Using money that wasn't intended for lottery to purchase tickets reduces the income the charity could receive.



DO's

- ✓ Only sell tickets to customers, staff or volunteers over the age of 18 who choose to gamble.
- ✓ Follow your lottery training and sell tickets responsibly
- ✓ Contact the Lottery Team to discuss promotions on **ANYTHING** other than a straight forward lottery transaction
- ✓ Only use agreed promotions for a short space of time, otherwise they will become the norm
- ✓ Safeguard our charities £3million lottery income



DONT's

- ✗ Sell any lottery ticket without the purchaser or another member of staff present
- ✗ Use funds intended for other purposes to buy tickets
- ✗ Buy or sell tickets out of normal trading hours
- ✗ Enter lottery customers into another draw such as a raffle
- ✗ Sell tickets outside of your shop premises

