

A LOW-COST MANAGED LOTTERY THAT'S ALSO FLEXIBLE? PERFECT!

Formed in 2018, Sight Support West of England are a local charity working with visually impaired people and their families across Bristol, Bath, N-E Somerset and South Gloucestershire. They're working towards timely and appropriate support services for people affected by sight loss; all blind and partially sighted people in the region to be able to lead active and fulfilled lives; and the removal of barriers and inequalities for people living with sight loss.

GOAL

As a relatively new charity, Sight Support West of England know that engaging and involving local people with their fundraising is important, and that regular giving is the best way to both plan for the future and grow income. But there can be barriers to regular giving for a new charity. Sight Support West of England needed to find a regular giving product that was quick and easy to get up and running and suitable for people affected by sight loss. Affinity Lottery was the perfect answer.

SUCCESS

- ▶ Flexible sign-up options means people with sight-loss can play over the phone, by post or online
- ▶ Instant access to latest performance reports making reporting back to senior teams easy
- ▶ All information needed to do lottery returns in one place reducing complexity and admin time

"I like that we can log in and access the data and information and players when we want."

**Jen Hall, Head of Fundraising,
Sight Support West of England**

Win
£25,000

Play from
just £1
a week



50p in every £1 goes directly to help local people affected by sight loss

SERVICES

- ▶ Affinity Lottery Platform
- ▶ Affinity Lottery Microsite
- ▶ Third-party imports
- ▶ Direct Debit management
- ▶ Regular data feeds

OUR APPROACH

Audit

Sight Support West of England had started out their lottery journey with an alternative lottery product and had been frustrated by its lack of flexibility for sign-ups and reporting. They knew lottery would resonate with their audience, especially in the hard times of recent years, if only there were more options in the way players could sign up and play. As a sight loss charity many Sight Support West of England supporters are living with sight loss and online is not always the best way to communicate with them.

They therefore set about researching a product that could accommodate the specific needs of their supporters. It needed to:

- ▶ Have flexible, easy sign-up options for people living with sight loss
- ▶ Manage the direct debits on the charity's behalf as their size and resources meant managing their own DDs was not feasible
- ▶ Be admin light for a small team of 3 to manage

“It's really hard if you're new to lottery and never done it before to understand what the Gambling Commission returns are asking for. Affinity reporting really helps with this.”

**Jen Hall, Head of Fundraising,
Sight Support West of England**

“We wanted something that could be set up over the phone really easily or that we could take out to events for people to sign up. Until Affinity, that wasn't on offer at our price-point”

**Jen Hall, Head of Fundraising,
Sight Support West of England**

Implementation

Affinity Lottery is designed with the end-user in mind, making sign-ups to the platform really easy, regardless of the format required. Plus, Affinity is designed for smaller charities. We know resource is tight for charities like Sight Support West of England. That's why Affinity takes out the worry and hassle of running a direct debit product like a weekly lottery. We do all the operational running of lottery for you so you can focus on getting players playing.



CONTINUOUS IMPROVEMENT

Sight Support West of England are just starting out in their new lottery journey. They know lottery is an important part of their fundraising mix and an effective way to keep people engaged with the charity financially in a way that's win-win: they get the chance to win and as a result of their support Sight Support West of England can offer their services free of charge.

The lottery is still small and there's lots of work to do to recruit and engage new players, but with Affinity, the lottery is heading in the right direction.

AFFINITY LOTTERY: SHARING THE LOTTERY LOVE.

Reap the rewards at minimal cost with Affinity. No worries. No hassle. An online weekly lottery that starts making you money from the very first draw plus a prize fund with a massive £25,000 top prize at no cost or risk to you.

[Click here to arrange a meeting today about Affinity Lottery to find out more](#)

