**SAMPLE Campaign letter (1) to the Secretary of State**

From: **outlook\_C561A1E832E196DF@outlook.com**

Date: 13 July 2018 at 12:31

Subject: Lottery reform

To: "secretary.statesoffice@culture.gov.uk" <secretary.statesoffice@culture.gov.uk>

Dear Secretary of State

I am writing following the publication of the Government’s consultation on society lottery reform.

My organisation, based in one of the top 12% of Areas of Deprivation in Essex and Tendring, we provide a range of support and education projects for children and families. We received a grant from The People’s Health Trust to enable us to run groups for women who have endured domestic abuse. We have been overwhelmed with requests to join this group, and as with many of our projects, we have had to turn people away due to funding not stretching far enough.

We are concerned that proposed changes will not allow for adequate or indeed maximum support for organisations such as ours. We would welcome prize limits to be increased to £1m per draw, regardless of sales and for individual lottery sales limits to be increased to £10m.

The Ark Centre has to raise £150,000 a year, just to maintain its current level of service provision. We are almost entirely reliant upon grants for our survival. The Health Lottery grant has changed the lives of 100 women and children over the past 18 months, giving them back their safety, confidence and social integration, free from fear and violence. This has also released pressure on local resources, such as emergency medicine, police, health visitors, social workers and schools.

I would welcome your response.

Regards

Sally Johns Green

Centre Manager

The Ark Centre: Charity no 297935

36 Main Road

Harwich

CO12 3LU

01255 502063

sally@thearkcentregroup.co.uk

Sent from [Mail](https://go.microsoft.com/fwlink/?LinkId=550986) for Windows 10

* Start the email with Dear Secretary of State
* Explain that you are writing following the publication of the Government’s consultation on society lottery reform
* Explain your organisation has received a grant through The Health Lottery and explain very briefly what your organisation does
* Explain that you are concerned that the proposed changes will not support society lotteries to make the maximum possible for good causes such as yours
* Explain that you would like to see prize limits increased to £1m per draw, regardless of sales
* Ask for the individual lottery sales limits to be increased to £10m
* Tell the Secretary of State what receiving a Health Lottery grant means to your organisation and what would happen to your charity if you did not receive funding
* Sign the letter from you on behalf of your project, stating where you are based

**SAMPLE Campaign letter (2 - “Champion my Charity”) to DCMS consultation mailbox**

Champion My Charity

Pauline Whitehead <paulinewhitehead@sky.com Sunday, 12 Aug 2018, 07:35

Dear Sir/Madam,

Right now charities across the country are doing amazing work.

My local charity relies on society lotteries as a vital source of funding and I believe that the law should be updated to enable more funds to be raised this way.

The UK Government should allow Society Lotteries to:

* **Increase the Annual Sales Limit to £100 million worth of tickets.** This will help reduce administration costs and allow more funds to go to charities that society lotteries support.
* **Increase the per Draw Sales Limit to £10 million worth of tickets, regardless of the maximum prize limit.** This will safeguard society lotteries for the long term and help them avoid unnecessary costs.
* **Increase the maximum prize limit to £1 million, regardless of sales.** This will still be well below the prizes offered by the National Lottery, but will allow society lotteries the flexibility to use higher prizes if desired, in order to increase sales and therefore raise more money for good causes.
* **Reduce the regulatory burden on small society lotteries by raising the sales thresholds to £40,000 per draw and £500,000 per year.**
* **Allow new lotteries to aggregate their returns to good causes over a three year period to enable them to meet the statutory 20% to good causes but take into account sizeable start-up costs.**

I believe in both the national lottery and society lotteries as a way of raising money for good causes. These changes will support both and allow the causes I care about to raise more.

Your Sincerely,

Name: Pauline Whitehead

Postcode: SS13 2NL

Email Address: paulinewhitehead@sky.com

Charity that I am championing Essex Air Ambulance

*Please note that this email will be delivered to societylotteriesconsultation@culture.gov.uk, a dedicated Government email address which collects responses to the Department for Digital, Culture, Media and Sport’s consultation on Society Lottery Reform. It will also be delivered to Quatro Public Relations Ltd. on behalf of the Lotteries Council for the purposes of tracking support for their reforms. Your details will not be passed on to any third parties and, once a decision on the application has been reached, your information will be deleted safely from our system. For more details on how we handle data, please read our Privacy Policy.*