

**Now everyone can
make a difference.
That's Unity.**

Unity is a revolutionary fundraising lottery scheme, designed to enable communities, companies and organisations of all sizes to raise funds for their chosen cause.

From village playground funds to international charities, Unity makes successful lottery fundraising easy...and exciting... for every good cause.

unity

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Launch your own fundraising lottery with zero risk, guaranteed 50% profit to your cause and prizes of up to £25,000 for your players.

The beauty of Unity is sharing. It's a fundraising lottery platform for all to share, anyone to play, and for every cause to benefit from. You'll have your very own lottery to promote, but every last aspect of lottery administration is taken care of by us.

You'll share in the seamless and cost-efficient processes we've developed through 30 years of lottery fundraising; with these essential costs kept to a minimum we guarantee that:

- 50% of your lottery's proceeds will always remain as profit for your chosen cause, even after administrative costs and prizes have been paid.
- Your players will be in for a chance to win substantial prizes of up to £25,000!
- All you'll pay is a one-off set-up fee of £199, plus anything you choose to spend on your own lottery promotion.

How does it work?

Playing is simple: Players pay just £1 per week for a unique six-digit lottery number. They can buy as many lottery numbers as they like, for a greater chance to win. Numbers are entered into a weekly draw, with various prizes including a £25,000 jackpot! We send cheques directly to the winners every week.

6 digits wins the jackpot of

£25,000

5 digits in the correct place wins

£1,000

4 digits in the correct place wins

£25

3 digits in the correct place wins

£5

Paying is simple: To make life easier for your players, we allow them to enter by paying manageable amounts in a way that suits them. We accept payments by direct debit, card or cheque as follows:

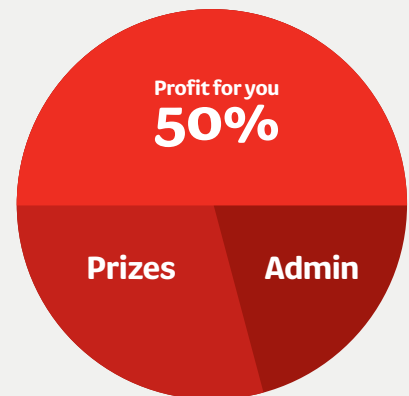
Per lottery number

Monthly	£4.34
Three-monthly	£13
Six-monthly	£26
Annually	£52

Promotion is simple: With all the hard work taken care of, all you need to do is promote your lottery. We'll provide you with bespoke promotional leaflets for your launch, and after that our experts will always be on hand to give you professional advice on the most effective ways to promote your lottery.

Profit is simple: Your lottery proceeds are paid into the Unity bank account – a secure and central holding account. For every £1 received from your members, 50p will be paid to your cause as guaranteed profit. The rest covers prizes, our administration and tax costs. It's a simple and reliable source of income.

Lottery Members	Profit per week	Profit per Year
100	£50	£2,600
200	£100	£5,200
500	£250	£13,000
1000	£500	£26,000
5000	£2,500	£130,000



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Explore our full range of services at sterlinglotteries.co.uk
or for more information on Unity
give us a call on 01229 871380

Who does all the work?

The point of Unity is to make lottery fundraising possible for everyone – even those with no time to spend dealing with players, prizes and weekly draws. So you can leave all the hard work to us, and focus your efforts on reaching new players.

- New player processing.
- Payment processing.
- Distribution of welcome letters.
- Distribution of reminder letters.
- Automatic generation of winners' letters and cheques, sent directly to winners every week.
- Provision of a Unity Hotline – providing telephone support to players of your lottery.
- Provision of a Unity Winners' Hotline.
- Comprehensive management reporting for your lottery.

Unity lotteries are administered by Sterling – the UK's most experienced lottery administrators. For over 30 years, we've been dedicated to making lottery fundraising a real possibility to all good causes – even those with limited resources.

We're registered with the Gambling Commission as External Lottery Managers. We are members of the Lotteries Council, and registered with the Information Commissioner's Office under the Data Protection Act 1998. We are a team of 42 experienced, permanent staff operating in Barrow-in-Furness, on the edge of the Lake District.

Start fundraising now!

Step one: Download and complete an application form then send it to us along with your **one-off set-up fee of £199**. You'll also need to enclose a copy of your **Lottery License** – contact us and we'll help you get one if you haven't already. (You'll just need to register your cause with your local authority or the Gambling Commission.)

Step two: We'll get your lottery up and running! We'll send you a **free personalised starter pack**, containing promotional leaflets branded with the logo you've supplied to help you launch your lottery. We'll also create your own **personalised page on the Unity Lottery website**, where anyone can sign-up to enter.

Step three: Spread the word and raise funds! With your lottery up and running, you're free to get out there and start recruiting players. Remember, for every player who joins, 50p in every £1 they play will go directly to your chosen cause.

Testimonial.

“Our lottery is a relatively recent venture for us, but has proved a really great way to engage new supporters with the charity. We care for families all over Oxfordshire and the surrounding counties, and this has helped us to raise vital and sustainable funds, and to spread awareness about our work. Sterling have been with us at every step of our journey so far, and have been willing to share their advice and expertise when we've needed it most.”

Laura McHale, Helen & Douglas House

Any questions?

It's an exciting time so we're keen to help you get started as quickly and easily as possible. Give us a call with any questions or queries – we'll be happy to help you.

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