

Postcode Support Trust

Funding Strategy 2025-2030



Postcode Support Trust

Trust Vision

Postcode Support Trust has a vision that everyone has the right to access person-centred support, so that each individual can embrace their full potential. We want a world where individuals and communities feel heard, confident and empowered to achieve change for themselves and others through connection, participation and volunteering. We also want to see a greater level of support for those in crisis, including financial crisis, where people can live a life free from poverty, and with dignity and purpose.

Trust Mission

Postcode Support Trust's mission is to support people who need help to live happy and more fulfilled lives. The Trust supports charities and good causes with those purposes through grant funding for charitable activities across Great Britain.

Supported Charities

Postcode Support Trust will fund charities that promote participation in communities and volunteering, tackle loneliness and isolation, and seek to end homelessness. The Trust will also fund organisations that support adults in crisis. There will be a focus on the prevention of poverty and the Trust will work with partners that support people struggling financially.



How we work with our charity partners

Long-term partnerships

We provide long-term and unrestricted funding, allowing our charity partners the freedom to use these funds where they consider they will be most effective. It enables charities to meet their strategic goals faster without the need to adjust their plans to meet donor interests. Long-term partnerships give our charity partners the flexibility to address the most pertinent and pressing issues. It allows them to formulate long-term strategies, adapt rapidly and redirect their priorities to changing needs and evolving situations. Our trust-based philanthropic approach enables our charity partners to maximise their positive impact.

There is a growing body of academic research demonstrating that (multi-year) unrestricted funding:

- Makes social initiatives financially stronger, because the funds serve as a catalyst to secure other sources of financial support
- Allows nonprofits the time to develop, evaluate, and improve programmes which address systemic and complex social issues
- Enables grantees to re-allocate money in response to changing needs
- Encourages innovation
- Supports investment in research and development

‘Address Systemic Issues’

Founded in 1967, **Crisis** is committed to ending homelessness. The charity helps people directly out of homelessness, and campaigns for the social changes needed to solve it altogether. Crisis believes that by working together, we can solve it and can address the systemic issues that cause homelessness, creating a stronger society for us all.

Since 2018, long-term, unrestricted funding from the Postcode Support Trust has enabled Crisis to be bold and ambitious in their new 10-year strategy (2024-2034). The charity is thinking bigger to overcome barriers, doing things differently to inspire through success, and backing others who also care about ending homelessness.

Crisis are building evidence for systemic change through research. The charity recently published their report on ‘Experiences of Racism and Homelessness’; just the start of raising awareness and campaigning for changes in the system for Black and minoritised ethnic communities.



Thanks to funding from players of People’s Postcode Lottery, Crisis has also demonstrated new solutions. Their work in prisons in Merseyside and South Wales has seen them prevent homelessness for hundreds of people before they leave prison. And Housing First services in London and Newcastle are helping people with multiple needs find and keep a home of their own.

‘Research and Development’

Re-engage is committed to bringing an end to social isolation and loneliness for people aged 75 and over. Their core goal is to create a world where no one is too old to make friends.

Funding from Postcode Support Trust has helped Re-engage to focus additional resource on research, to deepen their understanding of interventions that successfully tackle loneliness and social isolation and to highlight gaps and challenges in societal infrastructure that can worsen issues faced by older people. Their research also explores the causes of loneliness and social isolation in older age.

With a commitment to reaching a more diverse population of older people, the charity wanted to understand how they could best provide services to older LGBT+ people. An older LGBT+ person is less likely to have intergenerational relationships and children, which can lead to their ‘family of choice’ (often made up of people of a similar age), sadly dwindling or increasingly unable to offer support they age together.



Re-engage’s research has shown that attending LGBT+ specific groups and services helps to “alleviate isolation” and create valuable social connections. Thanks to funding from the Postcode Support Trust, Reengage has been able to carry out detailed research focused specifically on LGBT+ people aged 70 and older. These findings will help the charity to develop new services and activities that will help to build social connections and companionship within this group.

More than just funding

We connect charities with each other, facilitating powerful collaborations aimed at tackling global and local issues. This means that, where possible, we will provide more than just funding. For example, by offering informal opportunities for charities to connect for peer learning and support. We organise multiple events every year where our partners can meet with each other and our Board members. We foster a network for collective action in which organisations join forces to maximise their reach and effectiveness. We encourage charities and good causes to work collaboratively to develop and deliver impactful solutions.

“We’re beginning to see evidence of a shift from a culture of compliance and philanthropic control toward collaboration and grantmaking practices that recognize nonprofit leadership and expertise.”

The Trust-Based Philanthropy Conundrum:
Towards Donor-Doer Relationships That Drive Impact,
April 2024

Application and evaluation

We promote open communication, personal contact, and minimal bureaucracy. We champion diversity and human rights and promote inclusion, fairness and opportunities for all. We strive for a broad portfolio of charity partners where everyone can see themselves represented in the work that our players support. Before providing funding and entering multi-year partnerships, we carefully assess organisations based on their track record and future plans for societal support, national reach and financial sustainability. We look for evidence of good governance, including internal checks and balances, and professionalism.

In addition, we look for organisations which are innovative and courageous in their approach. We are open to working with organisations which disrupt and challenge the status quo, taking risks, trying new approaches and speaking out about change needed to enable a better world. As funds are raised by players of People’s Postcode Lottery, most of our charity partners will have strong public support. However, to fulfill our mission, we also support a range of causes that address gaps and priorities not covered in the existing portfolio.



‘Innovation’

Funded by the Postcode support Trust since 2017, **The Reader** is a charity that uses the power of literature and reading aloud to transform lives across the UK. The charity’s volunteers and staff bring people together to read great stories and poems, through Shared Reading groups and 1:1 sessions, which create powerful moments of connection.

Amongst the Reader’s strategic objectives is to ‘Develop Shared Reading for those who need it most’. The charity has taken an innovative approach to partnerships in order to reach those who experience the greatest barriers to accessing their services. The Reader have developed direct referral routes into Shared Reading with a focus on social prescribing pathways; have developed a Reading Heroes programme for care experienced children and have set up PIPES (Psychologically Informed Planned Environments) contracts; as well as securing new commissions from NHS.



The Reader has allocated flexible funding to pilot services and to leverage wider support with a wide range of partners. Funding Read to Lead training places for use by community and charity partners enables The Reader to embed their work in other services, where Shared Reading can then be delivered by partner staff and trained volunteers, ensuring long lasting partnerships and amplifying the charity’s work.

Funding cycle

Once a year the Trust team presents proposals for funding to the Board which makes the final decisions on allocations of awards.

Charities receiving long-term funding apply through a simple process annually, which provides the opportunity for our charity partners to share how unrestricted funding has helped them to achieve their goals, demonstrate success and showcase their innovation. We conduct periodic in-depth reviews of our partnerships, aligned to the Trust strategy period.

Types of grants

While we mainly give long-term, unrestricted grants, we also support short-term projects that show clear goals, innovation, communication potential, or respond to emergencies

Grants:

- Multi-year (mostly five years) unrestricted funding
- Additional (project) awards to existing partners
- One-off awards to organisations, complementary to the existing portfolio
- Awards to strategic partners who can expand our reach into communities



The funder-grantee relationship

We are committed to being a responsible and responsive funder. We realise how uneven power dynamics can be between the funder and those applying for support. We have signed up to IVAR's eight commitments to Open and Trusting Grant-making.

Our team is trained to be open, friendly and provide realistic expectations around the application process and timing. We value equality and transparency in all relationships. We are committed to establishing and maintaining effective relationships with all charity partners.

Our teams live by the following principles:

- We respect the expertise and time of all partner organisations that apply for funding
- We engage in open, two-way dialogue with all charity organisations and encourage feedback to improve our partnerships
- We only ask for the information, data, and content needed for our decision-making. Because we believe in unrestricted funding, we focus on information to perform due diligence on charities such as public support for the charity, (financial) robustness, and professionalism. We remain neutral on where and what programmes form a charity's strategy
- We invest time to understand the work of our charity partners, looking for opportunities to provide more than financial support, e.g., through supported networking or skills-based volunteering from our team
- We give clear information on our criteria, decision processes and timelines
- We respond to all questions as soon as possible and can be reached in person during working hours





Missing People celebrate 15 years of support from players of People's Postcode Lottery, with a visit from HRH Duchess of Gloucester

We manage delicate situations which may occur during the partnership carefully, recognising that, just as in the business world, government, and everywhere people work, issues may arise with charity organisations, particularly those operating in challenging contexts involving complex political dynamics or vulnerable populations. Procedures to prevent and address problems effectively, taking the needs of all stakeholders into account, should

be in place. In challenging times, it is vital to review the effectiveness of these procedures after they have been implemented. It is also crucial that those with responsibility for governance, strategic direction and those with legal liability, including boards and supervisory boards, manage such situations effectively and take measures to learn, improve, and whenever possible, prevent any recurrence.

Equity, Diversity and Inclusion

We are committed to Equity, Diversity and Inclusion. We strive for a portfolio of funded programmes where everyone can see themselves represented in the work that our players support.

We use the following definitions of Equity, Diversity and Inclusion:

Equity: Striving for fair opportunities and outcomes for the people we work with and their communities.

Diversity: Valuing and welcoming different identities, experiences and perspectives.

Inclusion: Building a culture of belonging by ensuring that our work, language, and activities are open and accessible to all.

In order to deliver on our EDI commitments, while supporting the most vulnerable groups in society through the organisations we fund, we continuously look for ways to improve our understanding and practice.





Postcode Support Trust is a registered charity with the Scottish charity regulator OSCR (SC045861) and has been in operation since 2015. The trust operates its own society lottery and receives all its funding from the players of People's Postcode Lottery.

An independent board of trustees is legally responsible for the governance of the trust and how it is managed.