

POSTCODE

CARE

TRUST

Postcode Care Trust

Funding Strategy 2025-2030



Postcode Care Trust

Trust Vision

Postcode Care Trust has a vision that all those living with health conditions or illness, and those who care for them, are supported to live well. We want a world where those who require it receive information and support at the right time, delivered with care and compassion, in order to maximise their resilience, physical health and mental wellbeing.

Trust Mission

Postcode Care Trust's mission is to improve the health and lives of communities. The Trust supports charities and good causes that share these purposes through grant funding for charitable activities across Great Britain.

Supported Charities

Postcode Care Trust will fund charities that focus on key health issues impacting the lives of communities, including mental health and support for those living with a disability.



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’

Trussell is an anti-poverty charity and community of over 1,400 food bank locations across the UK. At the same time as providing emergency food and practical support for people facing hardship, Trussell’s ultimate vision is a UK without the need for food banks.

Since 2020, players of Postcode Lottery have supported Trussell to make significant strides towards tackling the underlying drivers forcing people to need to use a food bank, the most common of which is insufficient income.

Funding from the Postcode Care Trust has enabled Trussell to embed advice services in food banks that help people to maximise their income, manage their debt and access support on other areas such as housing and mental health, so that people are less likely to need to use a food bank in the future.

Players’ support has also enabled Trussell to partner with people with lived experience of hardship, food banks, academics and other charities across the anti-poverty sector to undertake research on food bank use and influence for change both nationally and locally to ensure everyone can afford the essentials.



The pandemic and the cost-of-living crisis have been incredibly challenging for people living in poverty and for food banks - which are mostly run by volunteers. These difficult times have deepened Trussell’s resolve to end the need for food banks for good and flexible funding from the Postcode Care Trust is enabling the charity to build the evidence, momentum and commitment to secure a brighter future where nobody needs charity food aid to survive.

‘Respond to changing needs’

Hospice care eases the physical and emotional pain of death and dying, letting people focus on living, right until the end. But too many people miss out. An estimated one in four people are unable to access hospice care.

Hospice UK is the national champion for hospices, representing a community of more than 200 hospices across the UK, they fight to make sure hospice care is there for everyone, from every background. They fight to make sure hospices are able to deliver the best, personalised care. They fight to make sure hospices can thrive – today and into the future.

In July 2024, Hospice UK raised alarm over financial instability affecting hospices nationwide, revealing that at least 20% had cut or planned to cut services due to insufficient funding. In response, Hospice UK launched a public campaign encouraging individuals to write to their MPs, emphasizing the urgency of government intervention to secure emergency funding and overhaul the hospice funding system. Over 16,500 people took part in this campaign.



Unrestricted funding from Postcode Care Trust has been critical in allowing Hospice UK to highlight the chronic underfunding in the Hospice sector by investing heavily in External Affairs work, in particular advocating for sustainable funding models and policy reforms essential for the sector’s stability. Hospice UK’s efforts led the Health and Social Care Secretary to acknowledge the inadequacy of the current funding model and soon after, it was announced that £126m in emergency funding would be awarded to the hospice sector.

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 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.



2024 Gathering in Newcastle



'Innovation'

More than two million people live with sight loss in the UK and **RNIB**, the leading sight loss charity in the UK, intends to make sure blind and partially sighted people get the emotional and practical support they need, when they need it, in a way that works for them.

With the support of players of Postcode Lottery, RNIB has innovated and developed cutting-edge solutions to overcome the barriers people with sight loss face. These solutions and services are based on research and insight which show how the lack of public understanding of sight loss and what blind and partially sighted people can achieve, with support, is holding people back.

Eyeware is a tool which RNIB developed with industry experts and player funding to increase public understanding of sight loss; it's a free-to-use app based on innovative AR (Augmented Reality) software, in combination with a simple cardboard headset, which allows sighted users to experience aspects of 11 different sight loss conditions in real-time.

RNIB

See differently

RNIB is confident that the recent launch of Eyeware, with its ground-breaking use of technology, will not only play a key role in improving the general public's understanding of sight loss, but it will also have specific applications in a range of different sectors, including healthcare, education, accessible services and product development.

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





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 Care Trust is a registered charity with the Scottish Charity Regulator OSCR (SC042667) and has been in operation since 2011. The trust operates its own society lottery and receives all its funding from the players of Postcode Lottery.

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

