

Postcode Care Trust

Funding Strategy 2021-2023



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 with those 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 dementia, cancer, sight loss and supporting unpaid carers.



CASE STUDY 1

Future Support

Maggie's is a cancer care charity, providing a range of emotional and practical support to people with cancer and their loved ones from centres across Great Britain. Designed by award-winning architects and staffed by a team of experienced healthcare professionals, Maggie's centres provide an oasis of calm and clarity at the most difficult of times.

Since 2008, players of People's Postcode Lottery have supported Maggie's to achieve their ambition of making a positive difference to the lives of more people with cancer than ever before. The number of centres in the UK has grown from 6 in 2008 to 24 in 2021, receiving 285,00 annual visits from people with cancer, their families and friends.

Going forward, funding through Postcode Care Trust will enable Maggie's to continue to grow its reach and develop its services by encompassing both physical and virtual care delivery, enabling people to take control of their finances and build resilience by providing the opportunity to meet other people with cancer.



CASE STUDY 2

Innovation

We continuously review the breadth of causes we support, identifying opportunities to provide further funding in areas which complement existing work and we invest in innovative solutions for transformational change.

Carers Trust is a major charity for, with and about carers. It works to improve support, services and recognition for anyone living with the challenges of caring, unpaid, for a family member or friend who is ill, frail, disabled or has mental health or addiction problems.

Evidence suggested that identifying as a carer and accessing appropriate support can be more challenging for carers from ethnic communities. Through support from Postcode Care Trust, Carers Trust undertook research with its Network Partners into the barriers carers from ethnic communities across the UK face in accessing appropriate carer support services.

This research was crucial in attracting interest and funding from other sources, as a result of which the charity will provide grants to regional hubs providing essential services to a range of seldom recognised carer communities including those from ethnic communities. Building on the findings in this research, Carers Trust is continuing to support its Network Partners in 2021 to review their engagement of and communication with diverse communities. This will be one of many steps the charity will take over the coming years to enact change.



Advocacy

We recognise the power of advocacy and support charities to empower those they work with and place their voices and lived experience at the centre of what they do.



Trust Priorities

In order for the Trust to fulfil its vision, in the next three years prioritisation will be given to health conditions affecting communities across Great Britain, such as heart disease and hearing loss, alongside funding preventative work such as tackling health inequalities and the social determinants of health.

We explore how the work of our partner charities is aligned to the SDGs and continuously review how we can complement support from government, corporate and other funders to create change.

"The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests."

source: sdgs.un.org/goals



We believe in unrestricted funding

We invest in all our beneficiaries' potential and energy to be the driver of positive change.

The majority of funding from Postcode Care Trust is flexible, unrestricted and long-term. We believe that supporting charities in this way can lead to lasting and systemic change.

All funds awarded must be used to further the charitable aims of the trust as detailed above and against any geographical restriction. Funds must be used against the agreed application submitted by the charity. However, we know that not everything always goes to plan so adjustments can be made, with approval.

We are flexible and we embrace partnerships

While activities must fit with the Trust's charitable objectives, we recognise that charities or good causes are the true experts in how they best use received funds. Therefore, we award these funds flexibly to ensure maximum impact.

We cherish strong partnerships at all levels with the good causes we support, based on trust and openness. We are committed to mirroring this approach in our reporting by being light touch and proportionate, always placing relationships at the centre of our funding model.

We are committed to elevating our good causes by understanding and sharing our collective impact. This means that, where it is within our gift to do so, we will provide more than just funding. For example, by offering informal opportunities for charities to connect and provide peer learning and support.

How we work with our charity partners

Our approach:

We are courageous

We believe it is necessary to actively seek innovative and bold ways to solve challenges. We work with partners who share our values, who often dare to be disruptive in order to make change or create a different solution. We share the vision of leaders willing to try and are always honest about potential risks.

For us, courageous funding means:

- Entering long-term partnerships with our beneficiaries and trusting them to spend funds where they are most needed.
- Daring to enable organisations to start something that would otherwise never get off the ground due to the time constraints and demands of exploring all possible solutions and exhaustively mapping out all possible risks.
- Supporting organisations and themes that can sometimes trigger resistance, are politically sensitive or can generate wide debate because of vested interests.

UNRESTRICTED FUNDING IS VITAL FOR CIVIL SOCIETY ORGANISATIONS TO CONTRIBUTE TO A BETTER WORLD FOR EVERYONE.

Multi-year unrestricted funding allows organisations to address those needs they feel are most relevant and urgent. Moreover, unrestricted funding allows organisations to flexibly shift priorities when circumstances change, which is the case with crises like COVID-19 or natural disasters."

Dr. Pamala Wiepking,
Professor of Societal Significance of Charity Lotteries

What we aim for

Change

Supporting civil society to enable systematic change, requiring longer term investment to achieve results through more flexible funding. Our beneficiaries consist of the broad spectrum of change-makers and innovators, advocates and activists and givers.

Creativity

Investing in fresh, innovative or different ways of addressing issues – these could be lighthouse or pilot projects, or time-restricted funding to accelerate change in a specific area or project.

Collaboration

Creating opportunities to maximise impact through strategic partnerships. This has enormous potential and could involve sharing resources and information between charities and public/private groups or organisations.

Community

Recognising the importance of local initiatives and the extraordinary people who give so much of their own time and effort to create activities that benefit village, town and city communities.

Equity, Diversity and Inclusion

Postcode Care Trust is committed to diversity. We recognise that Equity, Diversity and Inclusion is an ongoing journey and that we need to continue to learn and adapt to meet this commitment.

We champion equity, diversity and human rights and promote inclusion, fairness and opportunities for all. Every individual must have the chance to achieve their potential, free from prejudice and discrimination. We will work to ensure supported organisations have appropriate measures in place so that no one experiences discrimination on grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex or sexual orientation.

We strive for a portfolio of funded programmes where everyone can see themselves represented in the work that our players support.

In order to deliver on our equity, diversity and inclusion 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. This includes recruiting Trustees who reflect the diversity of society; listening and learning from those highlighting inequality e.g. from the Black Lives Matters movement; ensuring our communication with stakeholders is fair, inclusive and open to all; and working with external expertise representing minority/marginalised communities views, requirements, and wants.





Funding Awards

Funds are awarded in order to support sustainable long-term partnerships. At the point of application an indicative award amount is communicated. The final award is decided by the trustees on approval of the application.

Regular award

The trust awards unrestricted, flexible funding on an annual basis to each regular, supported charity. Funds are awarded to support sustainable, long-term partnerships, with a formal review after three years.

Where our long-term partners are able to demonstrate impact aligned to our values and subject to the availability of funding, we will seek to provide uplifts over time where possible to enable them to do even more to create a better world.

Discretionary awards

Where funding allows, at the discretion of the trust, one-off awards may be offered for:

- a special project which meets the thematic and geographic priorities of the trust;
- building capacity for long-term growth or organisation strengthening and sustainability;
- additional support in emergency situations or to tackle specific needs;
- working in partnership with other funders on collaborative approaches to maximise impact

Shared vision for maximum impact

In order to understand the impact of player support aligned to the trust's mission, we hold regular conversations with our partner charities. We also visit our supported charities to see their work, understand challenges and recognise progress towards their goals.

At the end of each year of funding, our partner charities submit a review outlining progress against their planned use of funds. This includes both qualitative and quantitative measures. We are then able to see the collective outputs and outcomes of player support and how it contributes towards the mission of the trust/trust's vision.

As a collaborative funder we aim to share good practice with other funders and raise awareness of the work of our partner charities. We share stories of impact with People's Postcode Lottery to provide success stories with their players, for example through Christmas cards and social media channels. Where possible, we enable in-person opportunities for our charity partners to meet players, such as at regular Postcode Millions events or the annual Charity Gala.

**“It always seems impossible
until it is done...”**

Nelson Mandela

18 July 1918–5 December 2013



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 People's Postcode Lottery.

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