

**POSTCODE**

ACTIVE  
**TRUST**

# Postcode Active Trust

Funding Strategy 2025-2030



# Postcode Active Trust

## Trust Vision

Postcode Active Trust has a vision that anyone, anywhere can improve their health, prospects and wellbeing through the benefits of physical activity. We know that positive social change is achieved through sport and physical activity, and we want everyone to have access to these opportunities within their local community.

## Trust Mission

Postcode Active Trust's mission is to improve the health of communities by encouraging and inspiring participation in physical activity. The Trust supports charities and good causes with those purposes through grant funding for charitable activities across Great Britain.

## Supported Charities

Postcode Active Trust will support charities that inspire positive change for individuals and communities through the conscious use of sport and activity.



## 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'

Before joining **Street League**, Dylan was disengaging from school, missing classes or not attending at all. Never comfortable in the school environment, Dylan left school at the earliest opportunity with the aim of getting a job in any field and with any hours that were available.

Dylan got in touch with Street League through one of his friends who had signed up for our next academy program. A few weeks later and Dylan had got back in touch. He was ready to join a 12-week academy programme and he soon settled in and started to come out of his shell. During his time at Street League, he successfully completed an accredited qualification, created his first CV and actively participated in a variety of workshops to boost his skills and knowledge, including interview preparation, employer rights and responsibilities, alcohol and cannabis awareness, first aid and money management.



### 'Respond to changing needs'

For **Ellen MacArthur Cancer Trust**, emerging from the pandemic was simply about trying to bring young people together again. Their Virtual Summer gave them a chance to be together online in 2020. But nothing compares to the impact of supporting young people in person.

After 16 months of reduced social interaction, fewer day-to-day activities and increased anxiety, welcoming young people back to the Trust looked different. For young people being supported for the first time, that's where 'Taste of the Trust' came in. EMCT took the Trust to young people, instead of them coming to the Trust. These sailing or outdoor adventure taster days took place at 9 coastal and inland venues across England, Northern Ireland, Scotland, and the Welsh borders.

19-year-old Laura enjoyed a Taste of the Trust sailing day in Southampton for the first time in 2021, having been diagnosed with ovarian cancer in 2019.

She said: "I hadn't really met anyone near my own age with a cancer diagnosis and it was quite isolating. I also found I would dismiss any feelings I was having around cancer because I felt I hadn't been through



enough to be worthy of it. It was a hard habit to break.

"The Trust really helped with that. It was so useful to meet people who had been through similar experiences, and to see that we've all been through tough experiences and other people's stories shouldn't overshadow yours. My Taste of the Trust really helped me to own my cancer experience and has really helped me talk about it and be more open with people."

She added: "I want to come back because I want to meet more amazing people and continue to build my confidence."

### 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



### 'Courageous'

Kim first visited **Newcastle United Foundation's** Family-set up in response to the Cost-of-living crisis. Her life was turned upside down by a rare cancer diagnosis that saw her endure multiple surgeries and years of rehabilitation work.

She was forced to give up her biomedical science degree studies, now with permanent damage to her ankle and unable to work as she recovered.

As a single parent, Kim did all she could to provide for her little boy and when NUCASTLE opened on their doorstep, it quickly became a home away from home. Kim's compassion saw her build friendships with families in NUCASTLE and she regularly helped Foundation staff deliver free services for NE4 residents.

Kim happily joined the Foundation team six months ago as a member of staff, creating positive change for countless families as well as her own. Kim said "All I've ever wanted to do is help people and make a difference".



## 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 Active Trust is a registered charity with the Scottish Charity Regulator OSCR (SC044967) and has been in operation since 2014. 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.



Cover photo: Young people enjoying one of Greenhouse Sports after-school table tennis sessions at their Centre in Marylebone, London