

# Postcode Neighbourhood Trust Funding Strategy 2021-2023





# Postcode Neighbourhood Trust

## Trust Vision

Postcode Neighbourhood Trust's vision is for communities in the north of England to be strong and resilient where residents live happy, healthy and fulfilled lives, in a thriving and protected natural world.

## Trust Mission

Postcode Neighbourhood Trust's mission is to support smaller charities and good causes in the north of England, through accessible grant funding, to make a difference in their communities.

## Supported Charities

Postcode Neighbourhood Trust will fund smaller charities and local good causes to make a difference in their communities, trusting that they are the experts in what they need. For 2023, activities that fit with the following themes will be prioritised:

- Providing support to improve mental health
- Enabling community participation in the arts
- Preventing or reducing the impact of poverty
- Supporting marginalised groups and promoting equality
- Enabling participation in physical activity
- Improving biodiversity and responding to the climate emergency
- Improving green spaces and increasing access to the outdoors



Northeast red squirrels



### CASE STUDY 1

#### Chester Pride £20,000

Chester Pride helps, supports, and advocates for the LGBT+ community through direct help, events and by working with businesses and educational institutions. This funding has been used to operate their LGBT+ helpline, offering a wide range of information and support to any LGBT+ person in need.



*“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](https://sdgs.un.org/goals)

### CASE STUDY 2

#### Northeast red squirrels £19,050

Northeast Red Squirrels Charity was set up to promote the conservation of native red squirrel populations in their natural habitat across the North East of England for future generations. The funding will allow the organisation to engage with schools, community groups and businesses through a series of webinars and workshops to raise awareness of the need to protect red squirrels



### CASE STUDY 3

#### Pendle Women’s Forum £19,998

Pendle Women’s Forum aim to empower marginalised women from disadvantaged backgrounds to build capacity, improve confidence and self-esteem and overcome multiple barriers that negatively affect their mental health. With a mixture of both core and project funding, this award will help women living in isolation through a range of activities such as online networking opportunities, exercise sessions focusing on wellbeing and 1-to-1 financial support.

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.

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.

We also include support for advocacy in our work.

In order for the Trust to fulfil its mission, in the next three years prioritisation will be given to supporting smaller good causes with an income of less than £1million and ensuring we continue to offer flexibility with what funds can be spent on. To better meet the needs of communities, we will continue to explore additional or alternative types of support, for example by offering longer term funding.



## How we work with good causes

### 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.

For us courageous funding means:

- Exploring opportunities to offer multiyear funding to more beneficiaries
- 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

### We believe in unrestricted funding

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

Postcode Neighbourhood Trust recognises that unrestricted and multi-year funding is important. We believe that supporting charities in this way can lead to lasting and systemic change for a better world. Postcode Neighbourhood Trust will review how an increased percentage of funds can be used in this way.

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 trust good causes

While activities must fit with the Trust's charitable objectives, we recognise that charities or good causes are the true experts. Therefore, we are flexible in the costs we consider in order to ensure maximum impact, including offering support for core costs and ongoing projects, as well as support for new innovative work.

We cherish the good causes we support, trusting them to let us know what activities are most needed in their communities. 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 sharing the work or our supported good causes to celebrate what they have achieved and enable others to learn from them.

*“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 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 as well as tried and tested methods – these could be lighthouse or pilot projects, or time-restricted funding to accelerate change in a specific area or project.

### Collaboration

Building relationships with partnership organisations that are experts in their field. This involves outsourcing elements of our funding model to reach thousands more good causes across the country.

### 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 Neighbourhood 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.



Unity Works Social Enterprises



## Funding Awards

Players funds are awarded to support good causes in communities across Great Britain. Organisations can apply for funding at several points throughout the year with successful awards being signed off at the funding panel eight weeks after initial application and payments paid approximately four weeks after that.

### Community grants

The Trust awards project and core funding monthly throughout the year to registered charities, community groups, social enterprises, and other good causes across Great Britain. Funds are awarded to organisations to deliver activities aligned with a specific funding theme. Community grants are flexible in their approach supporting the organisation to deliver the activities in a timely, realistic, and impactful way and trusting that the good causes are the experts in what their community needs.

In 2023, charities are eligible to apply for up to £25,000 from the Trust. Other types of good causes, like constituted community groups and social enterprises can apply for up to £2,500.

### Partnership awards

The Trust works in partnership with expert organisations to support the distribution of grant funding. The partnerships will align with the Trust's objectives, supporting good causes that meet the Trust's regional and thematic criteria. The Trust will work in collaboration with the partner organisation to learn and share best practice. Partnership funding will be easily accessible, quick, and efficient for good causes and will support the Trust to have an impact in even more local areas.

### Discretionary awards

At the discretion of the Trust, one-off awards may be offered for organisational strengthening, in emergency situations, to meet the thematic and geographic priorities of the Trust or to tackle specific needs. These awards may also be offered with the intention of promoting collaborative approaches to complex issues to maximise our impact, for example working in partnership with other funders.

## Shared vision for maximum impact

In order to understand the impact of player support aligned to the Trust's mission, we frequently communicate with supported good causes and hear about the different their work is making in their community. We also visit some of our supported good causes to see their work and understand challenges, see progress towards their goals and learn from their expertise.

When they have completed their funded activities, good causes submit a short evaluation form that 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's vision and its alignment to the UN Sustainable Development Goals.

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.



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

**Nelson Mandela**

18 July 1918–5 December 2013



Postcode Neighbourhood Trust is a registered charity with the Scottish charity regulator OSCR (SC049116) and has been in operation since 2019. 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.