

# Postcode Places Trust

## Funding Strategy 2025-2030





# Postcode Places Trust

## Trust Vision

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

## Trust Mission

Postcode Places Trust's mission is to support charities and local good causes in the East of England, through grant funding, to make a difference in their communities.

## Supporting good causes

Supported organisations must align with the Trust's charitable objectives and meet the criteria of the specific grant programme they are applying to. However, we recognise that good causes are the true experts and trust them to use the funding how it is most needed. We understand that multi-year, flexible funding best meets the needs of charities and will continue to offer unrestricted funding and increase opportunities for longer-term support.

Our trust-based and flexible approach enables good causes to maximise their positive impact. This approach is backed up by 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





**Dover Smart Project** is a local charity transforming lives through art and creativity in Dover. Since 2013, they've provided vulnerable and disadvantaged individuals, especially Young Carers, with meaningful opportunities to engage in creative activities. Through weekly support groups and community-based projects, they help boost confidence, enhance well-being, raise aspirations, and broaden horizons. Dover Smart Project was awarded £20,000 by Postcode Places Trust.



The **Bengali Women's Project** supports Bangladeshi and Pakistani/Kashmiri women in Luton, offering a safe space for those who are economically, socially, and personally disadvantaged, including those at risk of domestic violence. They provide skill-building, employment support, and volunteering opportunities to help women gain life skills. They continue to offer discreet services to marginalised women, especially those affected by COVID-19 and the cost-of-living crisis. Bengali Women's Project was awarded £2,500 by Postcode Places Trust.



**Earthworks** brings together people of all abilities to learn and work in nature, supporting those with learning disabilities, brain injuries, autism, and mental health needs. They manage 3.5 acres of eco-gardens in St Albans, growing produce and building wildlife habitats using organic principles. Their activities develop skills, boost confidence, enhance health and wellbeing, and promote social inclusion and environmental sustainability through a holistic model of social and therapeutic horticulture. Earthworks St Albans was awarded £2,500 by Postcode Places Trust.



*"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



Refugee Roots, awarded £25,000 by Postcode Places Trust in both 2023 and 2024

## Types of grant

Players’ funds are awarded to support good causes in communities within the East of England.

- Community grants to charities and other good causes. These grants are unrestricted and focused on the East of England.
- Awards to strategic partners who can expand our reach into communities.
- One-off awards to good causes, for example, to support the wider charity sector.

## 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.

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 our supported good causes.

Our teams are guided 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 what we do.
- We only ask for the information needed for our decision-making. Because we believe in unrestricted funding, we primarily rely on publicly available information for our due diligence process, utilising information from Charity and Company Regulators, Governing and Accounts Documents, and the organisations online presence.
- 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.

## Equity, Diversity and Inclusion

We promote open communication, personal contact, and minimal bureaucracy. We champion diversity, and human rights and promote inclusion, fairness, and opportunities for all.

We are committed to Equity, Diversity and Inclusion and strive to support a range of good causes 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.

## Evaluation

In order to understand the impact of player support in funded communities we undertake a number of monitoring and evaluation activities. These visits and end of funding reports allow us to see and hear first-hand the impact of our awards on furthering the Trust’s mission, and helps us understand the challenges, recognise progress towards their goals, and learn from the expertise and experience of the sector.

As a collaborative funder we aim to share good practice with other funders and raise awareness of the work of our supported good causes. We share stories with People’s Postcode Lottery to engage their players, for example through social media channels.

We trust good causes to let us know what is most needed in their communities and are committed to mirroring this approach in our reporting by being light touch, supportive, and proportionate, always placing relationships at the centre of our funding model. We are part of the Institute for Voluntary Action Research (IVAR)’s ‘Open and Trusting’ grant-making community. ‘Open and Trusting’ funders sign up to eight commitments to manage grants and relationships in a way that reflects their confidence in and respect for the organisations they fund and we participate in regular meetings to reflect on and develop our practice.





Postcode Places Trust is a registered charity  
with the Scottish Charity regulator OSCR 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.