

# Postcode Planet Trust

## Funding Strategy 2025-2030





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## Trust Vision

Postcode Planet Trust has a vision of a world where the abundance and diversity of nature is well protected and being actively restored in ecosystems across the planet. Wild plants and animals and their habitats are safe from harm and are thriving once again. Communities and indigenous peoples are fully included in decision making with free, prior and informed consent and are benefitting from nature's recovery.

## Trust Mission

Postcode Planet Trust's mission is to support the environment and the enjoyment of nature. The Trust has a particular focus on wildlife and supports charities and good causes with those purposes through grant funding. The Trust funds charitable activities across Great Britain and Internationally.

## Supported Charities

Over the coming five years prioritisation will be given to charities that restore nature in abundance and diversity, apply nature-based solutions to societal challenges, protect earth's natural systems and support locally led and community conservation.

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 include support for advocacy in our work.





## 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'

**Cool Earth's** mission is to fight the climate crisis by halting further CO2 emissions into the atmosphere from deforestation and protecting the role rainforest plays as a vital, natural carbon sink. Their commitment to delivering unconditional funding to indigenous peoples and local communities, whose knowledge, wisdom, practices, innovations and resistance are the reasons why rainforests remain standing, is testament to their beliefs in creating a just and equitable future for all.

Flexible funding has enabled Cool Earth to fulfil all of its commitments to its global rainforest partners by supporting their livelihoods and providing forest data for the first time to them, so they are able, as non-governmental communities, to protect their land from any external threats and allow their activities to flourish.

The logo for Cool Earth, featuring the words "COOL EARTH" in a bold, green, sans-serif font. The word "COOL" is stacked above "EARTH".

### 'Research and development'

**Blue Marine Foundation** exists to protect and restore life in the ocean. They work in partnership to deliver marine conservation and restoration solutions to the climate and biodiversity crisis, using science, community engagement, media and legal campaigns, investigations, education initiatives and policy work to drive conservation impact.

Blue Marine Foundation have achieved milestones that demonstrate the power of collaboration, resilience and innovative thinking. Their restoration work in the Solent has set the stage for the largest native oyster reef in the region, proving the potential for ecosystem recovery when science, local partnerships, and practical action align.



### 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 People's 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



Photo: Saving Wildcats

## 'Innovation'

The birth of wildcat kittens in the Cairngorms National Park is a significant milestone for the recovery of the endangered species in Scotland. This ambitious initiative led by the **Royal Zoological Society of Scotland** is part of the *Saving Wildcats* project which aims to restore the wildcats to Scotland after the species was determined to be on the verge of extinction in 2018.

One of many projects of the RZSS conservation team, flexible funding enables their courageous strategy to reverse the decline of 50 species by 2030, supporting investment into conservation genetics and conservation management plans. Species include pine hoverflies, giraffes and giant anteaters.





## 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



Postcode Lottery staff visiting Hyde Park nurseries

## 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



People's Postcode Lottery, volunteering on the 'restoration Forth' project with Marine Conservation Society and WWF





Friends of the Earth celebrate 10 years of partnership at Postcode Lottery offices

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 Planet Trust is a registered charity with the Scottish charity regulator OSCR (SC044847) and has been in operation since 2014. 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.**