

# Postcode Community Trust

Funding Strategy 2025-2030



# Postcode Community Trust

## Trust Vision

Postcode Community Trust's vision is for strong and resilient communities across Wales and Great Britain, where residents live happy, healthy, and fulfilled lives in a thriving and protected natural world.

## Trust Mission

Postcode Community Trust's mission is to support charities and local good causes in Wales and Great Britain, 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



**Windswept CIC** is a non-profit watersports centre that provides affordable watersports clubs and programmes. The aim is to enable people of all ages and backgrounds to access watersports and the many benefits it provides with a focus on providing sessions to the disadvantaged. Their inclusive watersports activities have been instrumental in enabling participation in physical activities for disabled people, creating a space where individuals can thrive and progress. Windswept CIC were awarded £24,000 by Postcode Community Trust.



**Trash Free Trails (TFT)** exists to protect our trails and the wild places they lead us to, by reconnecting people with nature through the simple yet powerful act of removing single-use plastics and litter. Their volunteer-led 'trail cleans' inspire community involvement in citizen science, outdoor education, and physical activity, helping people care for the places they roam, ride, and run. In 2023 alone, TFT removed 17,000 kilograms of waste—part of over 300,000 items cleared from UK trails to date. Their work is grounded in data, estimating 9.1 million pieces of single-use plastic on UK trails. Trash Free Trails was awarded £25,000 by Postcode Community Trust in 2024.



**Anxiety Support Wales** provides support for individuals with mental health issues, particularly anxiety. They operate an anxiety drop-in hub in the centre of Swansea, where individuals can receive support four days a week. Anxiety Support Wales also runs projects tailored to young people, specifically designed to provide the youths with the necessary tools and resources to manage their anxiety effectively. Anxiety Support Wales CIC was awarded £25,000 by Postcode Community 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



Welsh Dance Theatre Trust received £25,000 by the Postcode Community Trust



## Types of grant

Players' funds are awarded to support good causes in communities across Wales and Great Britain.

- Community grants to charities and other good causes. These grants are unrestricted and focused on Wales.
- Winning postcode grants in specific postcode areas across GB to bring together players of Postcode Lottery with the good causes they support.
- 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 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 Community Trust is a registered charity with the Scottish Charity Regulator OSCR 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.

