



# Postcode Green Trust

## Funding Strategy 2021-2023





# Postcode Green Trust

## Trust Vision

Postcode Green Trust has a vision of a future rich in wildlife, nature and biodiverse habitats where communities are empowered to participate in conservation.

The Trust will help to reverse the decline of nature by restoring lost or degraded habitats and by enabling people and communities to experience the full benefits of a healthy environment.

## Trust Mission

Postcode Green Trust's mission is to promote conservation and protection of wildlife and habitats by encouraging enjoyment and promoting access to the outdoors.

The Trust supports charities and good causes with those purposes through grant funding for charitable activities across Great Britain and Internationally.

## Supported Charities

Postcode Green Trust has a particular focus on flora and will support charities that protect wildlife by engaging with people to enjoy nature and the outdoors. People won't protect what they don't know.

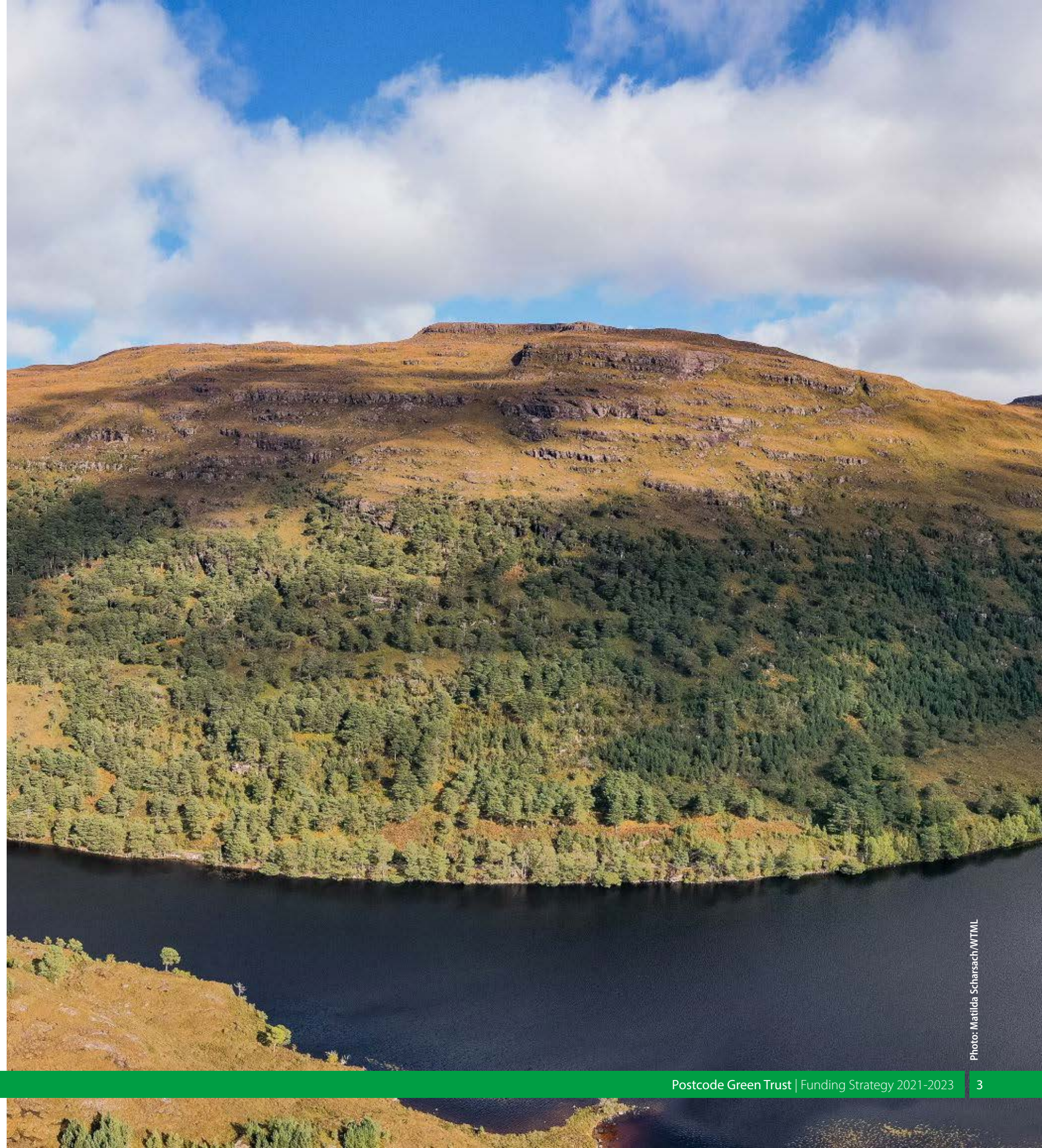


Photo: Matilda Scharsach/WTML



## CASE STUDY 1

### Future Support

Richmond Park and Bushy Park have been hugely impacted by the sheer number of people rediscovering their local green space during lockdown and indeed between lockdowns. Managed by **The Royal Parks**, these 'lungs of the city' will benefit from investments in erosion restoration: relieving footfall, deflecting routes, enclosures, fencing and brash restoring grasslands; habitat improvements: planting trees and hedges and visitor communications on environmental literacy.



## CASE STUDY 2

### Innovation

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.

Player support has contributed to the running of the **Millennium Seed Bank**, described as *"perhaps the greatest conservation initiative ever"* by Sir David Attenborough. As the world's largest wild plant seed bank, the MSB holds over 2.4 billion seeds. Current estimates state that 90% of UK ash trees may be lost due to ash dieback as soon as in the next three years. Players have supported the collection of seeds, tissue and associated data from female and male ash trees to assess ash dieback tolerance and further the work of the UK National Tree Seed Project.



// *2020 has been like no other year we have experienced. The global Covid-19 pandemic has disrupted daily life, the economy and slowed down the progress on the UN Sustainable Development Goals. In addition, existing armed conflicts, the refugee crisis, internally displaced people, and increasing food insecurity, makes the world's problems seem mammoth.*

*Climate Change is the defining issue of our time and we are at a defining moment. From shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale.*

source: United Nations

## Advocacy

We recognise the power of advocacy to effectively campaign for environmental protection and will support charities that promote wildlife protection and nature restoration.

## Trust Priorities

In order for the Trust to fulfil its vision of a future rich in wildlife, nature and biodiverse habitats where communities are empowered to participate in conservation, in the next three years prioritisation will be given to charities that promote wildlife protection, recognise the mental and physical health benefits from access to nature and take an inclusive approach to participation and engagement.

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

### Our approach:

#### 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. We share the vision of leaders willing to try and are always honest about potential risks.

For us courageous funding means:

- Entering long-term partnerships with our beneficiaries and trusting them to spend funds where they are most needed.
- 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 driver of positive change. The majority of funding from Postcode Green Trust is flexible, unrestricted and long-term. We believe that supporting charities in this way can lead to lasting and systemic change.

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 are flexible and we embrace partnerships

While activities must fit with the Trust's charitable objectives, we recognise that charities or good causes are the true experts in how they best use received funds. Therefore, we award these funds flexibly to ensure maximum impact.

We cherish strong partnerships at all levels with the good causes we support, based on trust and openness. 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 offering informal opportunities for charities to connect and provide peer learning and support.

**UNRESTRICTED FUNDING IS VITAL FOR CIVIL SOCIETY ORGANISATIONS TO CONTRIBUTE TO A BETTER WORLD FOR EVERYONE.**

*“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 longer term investment to achieve results through 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 – these could be lighthouse or pilot projects, or time-restricted funding to accelerate change in a specific area or project.

### Collaboration

Creating opportunities to maximise impact through strategic partnerships. This has enormous potential and could involve sharing resources and information between charities and public/private groups or organisations.

### 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 Green 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.



Photo: Matilda Scharsach/WTML





## Funding Awards

Funds are awarded in order to support sustainable long-term partnerships. At the point of application an indicative award amount is communicated. The final award is decided by the trustees on approval of the application.

### Regular award

The trust awards unrestricted, flexible funding on an annual basis to each regular, supported charity. Funds are awarded to support sustainable, long-term partnerships, with a formal review after three years.

Where our long-term partners are able to demonstrate impact aligned to our values and subject to the availability of funding, we will seek to provide uplifts over time where possible to enable them to do even more to create a better world.

### Discretionary awards

Where funding allows, at the discretion of the trust, one-off awards may be offered for:

- a special project which meets the thematic and geographic priorities of the trust;
- building capacity for long-term growth or organisation strengthening and sustainability;
- additional support in emergency situations or to tackle specific needs;
- working in partnership with other funders on collaborative approaches to maximise impact

## Shared vision for maximum impact

In order to understand the impact of player support aligned to the trust's mission, we hold regular conversations with our partner charities. We also visit our supported charities to see their work, understand challenges and recognise progress towards their goals.

At the end of each year of funding, our partner charities submit a review outlining progress against their planned use of funds. This 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/trust's vision of a future rich in wildlife, nature and biodiverse habitats where communities are empowered to participate in conservation 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.

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

**Nelson Mandela**

18 July 1918–5 December 2013



Postcode Green Trust is a registered charity with the Scottish charity regulator OSCR (SC042544) and has been in operation since 2011. 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.