

**POSTCODE**

**GLOBAL  
TRUST**

# Postcode Global Trust

Funding Strategy 2025-2030



# Postcode Global Trust

## Trust Vision

Postcode Global Trust has a vision for people of all ages to have safe, healthy, fulfilled lives with access to high quality healthcare, water, hygiene and sanitation services.

## Trust Mission

Postcode Global Trust's mission is to support charities that save lives and improve healthcare systems. The Trust supports charities and good causes with those purposes through grant funding for charitable activities across the world.

## Supported Charities

Postcode Global Trust will fund charities that work on community healthcare coverage, access to healthcare in emergencies and water, sanitation, and hygiene programmes.

Humanitarian need continues to grow – driven by the layering of climate change, national and regional conflicts, and mass displacement – alongside an increasingly volatile global geopolitical situation. As such, we will also prioritise access to healthcare in emergencies for marginalised groups (such as women and girls, refugees, and people with disabilities) particularly in protracted crises and forgotten crises, where our flexible funding can achieve maximum impact.

Finally, we acknowledge that organisations involved in the international development system need to change in order to play a more constructive role in global civil society. In support of this, we will prioritise organisations that are actively working to tackle power imbalances in the international development system and strengthen locally-led civil society organisations around the world.



## 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’

Inadequate financing is a major barrier to progress when it comes to access to water, sanitation and hygiene (WASH) services. **WaterAid** works with experts and civil society to track budgets and analyse data, hold governments to account and support a well-regulated sector that is attractive to investors. From this, the aim is for new finance to be mobilised for WASH in the 22 countries where WaterAid works, and tangible progress made in the quality of WASH financing available to these communities.



### ‘Respond to changing needs’

**Médecins sans Frontières (MSF)** is an international, independent humanitarian organisation that depends on private funding to respond swiftly to emergencies and provide critical support to most vulnerable people in need. The unrestricted funding

from Postcode Global Trust is essential in enabling MSF to adapt to evolving situations and prioritise new crises as they emerge in the field. Lebanon’s ongoing economic crisis has led to a shortage of mental health services, exacerbating the situation due to limited human resources and infrastructure. Cultural barriers often hinder open discussions about mental health issues and challenges. To address this, MSF has launched a helpline offering remote psychological support to help individuals cope with anxiety, grief, and trauma. This service ensures that those affected by the ongoing conflict in Lebanon can access vital mental health care, especially when in-person consultations may be difficult. The helpline plays a key role in making mental health services accessible to those impacted by the crisis, providing quick psychological first aid and psychosocial support.



### 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 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



Funding from Postcode Global Trust supports APOPO's innovative work with 'HeroRATS' and 'HeroDOGS' to help rid the world of landmines and free people from serious illnesses. We also invest in their Training and Research Centre, allowing APOPO to explore new scent detection applications, such as search and rescue and tackling the illegal wildlife trade.



## 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



## 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





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 Global Trust is a registered charity with the Scottish Charity Regulator OSCR (SC044038) and has been in operation since 2013. 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.

