

Postcode Children Trust

Funding Strategy 2025-2030



Postcode Children Trust

Trust Vision

Postcode Children Trust has a vision that every child and young person, regardless of their starting point, background or experiences, feels loved, safe, respected and enabled to thrive into adulthood. We want a world where the voice and rights of the child are at the centre of their journey and support is offered early to children, young people and families who need it, free from judgement or stigma.

Trust Mission

Postcode Children Trust's mission is to inspire and support children and young people to make the most of their lives and opportunities within their communities. The Trust supports charities and good causes with those purposes through grant funding for charitable activities across Great Britain.

Supported Charities

Postcode Children Trust will fund charities that seek to strengthen families, tackle poverty, support mental health and resilience and boost opportunities for young people. The trust will also fund charities working alongside children and young people with disabilities and supporting those who have experienced trauma and abuse. As well as those charities supporting children and young people living in and leaving care.



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

‘Financially stronger’

Daisy Chain is a leading autism and neurodiversity charity based in Teesside, supporting over 8,000 autistic and neurodivergent individuals annually. Their mission is to provide a wide array of services designed to promote inclusion, training, and wellbeing, ensuring every autistic person can live a meaningful life at every stage.

Long-term unrestricted funding from players of Postcode Lottery has been pivotal in enabling Daisy Chain to grow from a local grassroots charity to providing support across the whole of the Tees Valley and North East and Yorkshire regions. Investments in their Gateshead and Stockton charity superstores have not only diversified their income streams and strengthened the charity’s financial sustainability but also enabled them to generate significant income to deliver an expansion of new services in the surrounding towns and cities.



Funding to develop this strategic approach to financial management has ensured that Daisy Chain is robust enough, with diverse income streams, to continue to adapt and expand their support to the autism and neurodiversity community, meeting their evolving needs with innovative solutions.

‘Respond to changing needs’

Whizz Kidz’s vision is a society in which every young wheelchair user is mobile, enabled and included. Since 2013, players of Postcode Lottery have been supporting Whizz Kidz to provide young wheelchair users with high-quality, personalized equipment that gives young people the tools and skills to live fulfilling and independent lives.

Mobility equipment for children under 5 is vital for young children’s development. Without a suitable wheelchair, young disabled children are at risk of missing out on learning, discovering and exploring independently. They can’t join in and play with their friends and rely on others to push them around.

Three year old Jake’s only way of moving around independently was rolling on the floor, in a pushchair, or to be carried by family. But local wheelchair services wouldn’t give him a wheelchair because of his size. The NHS usually offers children under five buggies, which need to be pushed by parents and carers.

Jake was able to benefit from Whizz Kidz’s under 5s fast track scheme, which recognises the urgency of getting some of our youngest people the wheelchair



they need as they develop their independence and explore the world, which is crucial when they start preschool and school. It took Jake just one hour from getting the right wheelchair to becoming a literal whizz kid zipping around his house. Jake’s mum Liz says “*he asks to be in it all the time... He calls it his ‘roll roll’.*”

Whizz Kidz’s under 5s fast track scheme was developed to meet the immediate and quickly changing needs of preschool children, to ensure that they don’t miss out on opportunities in this crucial stage of their development.

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



‘Innovation’

Barnardo’s is here to help children and young people feel safer, happier, healthier and more hopeful – and have somewhere they feel they belong.

Support from the Postcode Children Trust has allowed Barnardo’s to be bold, ambitious, innovative and pioneering, by enabling the charity to test new approaches and generate evidence about what works to address inequalities for children and young people from African, Asian and Caribbean communities through Barnardo’s SEEN programme.

SEEN is a Barnardo’s initiative exists to identify, understand and tackle the structural inequalities which limit the opportunities of children and young people of African, Asian and Caribbean heritage in the UK.

In collaboration with partners with a range of expertise, the charity currently works on over 20 projects. The work is focused on four key areas where evidence and insight show that African, Asian and Caribbean heritage children and young people are disproportionately impacted by: physical health and emotional wellbeing, education and employment, social care and informal care and police and custody.



In one example, in 2024, Kowetha, a community group based in Cornwall, in collaboration with Barnardo’s, produced a research document into the lived experiences of children of mixed or dual heritage. This led to the introduction of guidelines and recommendations for schools in Cornwall, assisting progress along their anti-racist journey towards structural change, to better protect children and young people from the trauma caused by racism in schools.

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





A Rainbows group celebrate 10 years of support for Girlguiding from players of Postcode Lottery

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 Children Trust is a registered charity with the Scottish Charity Regulator OSCR (SC044773) 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

