

# Postcode Earth Trust

## Funding Strategy 2025-2030





# Postcode Earth Trust

## Trust Vision

Postcode Earth Trust has a vision of a world where the vital connections between people, place and planet are part of everyday life and accessible to all. People and communities will experience the full richness and life enhancing connections with nature through land, place and space by positive engagement with cultural, historic and biodiverse assets.

## Trust Mission

Postcode Earth Trust's mission is to support appreciation of the natural, creative and built environment through activities that promote awareness and understanding. The Trust supports charities and good causes with those purposes through grant funding for charitable activities across Great Britain and Internationally

## Supported Charities

Over the coming five years prioritisation will be given to charities that bring nature into people's everyday lives, deliver landscape and seascape scale conservation, identify solutions to longstanding environmental challenges and restore our natural systems.

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’

All our programmes of work - whether helping the world shift from fossil fuels to renewable energy or pushing for strong protection of oceans and forests - are directed at raising awareness and supporting civil society to deliver solutions to the climate and nature emergencies. As Greenpeace Environmental Trust we do this through: scientific research on the impact of human activities on our planet educational programmes which promote better understanding of environmental issues and solutions advocacy and lobbying key decision makers for the change we need to see, for people and the planet to thrive for future generations.

GREENPEACE

## ‘Research and development’

For **Keep Britain Tidy**, flexible Trust funding is supporting the development and delivery of new campaigns and projects aimed at helping people to live more sustainably. Funding has supported delivery of Buy Nothing New Month, a campaign focused on reducing consumption and encouraging people to reduce, reuse and repair. Funding has also supported research into sustainable living which is informing which approaches might best resonate with our current and future audiences, whilst producing measurable outcomes for the environment.



## 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

‘Innovation’

**ClientEarth** is an international environmental NGO that uses the power of the law to bring about systemic change that protects all life on Earth. Their vision is a healthy planet where nature and all people can thrive together. To achieve this vision, ClientEarth works across the full lifecycle of the law – shaping, implementing and enforcing the law.

In 2024, ClientEarth launched the Innovation Lab to help staff and partners explore innovative ways to unlock greater systemic impact, with a focus on the creation of regenerative eco-social systems built on transformed foundations starting with new economies, new democracies, and renewed relationship with nature.





## 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 with TCV at Humphrey Park allotments





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 Earth Trust is a registered charity with the Scottish charity regulator OSCR (SC045749) and has been in operation since 2015. 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.