

Postcode Culture Trust

Funding Strategy 2025-2030



Postcode Culture Trust

Trust Vision

Postcode Culture Trust has a vision where science, music, arts and culture will represent every citizen of the world, with access and opportunity for all. We believe in preserving and celebrating art, culture and heritage, while providing outreach and education opportunities to enrich lives and create cohesive communities.

Trust Mission

Postcode Culture Trust's mission is to inspire learning, understanding and appreciation of science, music, arts and culture. The Trust supports charities and good causes with those purposes through grant funding for charitable activities across Great Britain.

Supported Charities

Postcode Culture Trust will support charities that provides access, opportunities, education and appreciation of science, music, arts and culture to people of all abilities and backgrounds.



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’

Hailing from Manchester, Meduullais a 24-year-old Zimbabwe born rapper and poet.

Thanks to the **Youth Music** NextGen Fund, Meduulla was able to fund the creation of her debut album ‘Oblongata’, which she released last November. The record draws from her personal journal writings: “I let the beat lead me somewhere and try to have no filter when I write. Then I revisit what I’ve written and try and make it musical.”

She has been featured by DJ Mag, Happy Magazine, ITVM, and has plans to follow the EP with more music releases. Meduulla also wrote and featured in the powerful spoken word piece for the Youth Music Awards 2023 introduction film, Take Note

Speaking about the impact the Youth Music NextGen Fund had on her, Meduulla said, “I have collaborated with seven people on the creation of the songs alone. I have learned how to work together with other artists and support each other where we can. Additionally, I have been given the confidence to apply for more grants and opportunities to develop my practice thanks to my successful application with Youth Music.



Supported by players of People’s Postcode Lottery, The Youth Music NextGen Fund is for early-stage musicians and wider music adjacent creatives to invest up to £2,500 in their own projects and make their ideas happen. The fund is especially aimed at those whose lack of finance holds them back from pursuing their goals.

It’s open to 18–25-year-olds (and up to 30-year-olds who identify as d/Deaf, neurodivergent or Disabled) who live in England, Scotland, Wales or Northern Ireland.

‘Research and development’

Reframing Picton at National Museum Cardiff-

The culmination of over 2 years of community outreach, Reframing Picton showcases a different way of addressing issues of colonisation and representation in National Museum Cardiff’s collection focusing around a portrait of Lieutenant-General Thomas Picton, a public war hero equally notorious for his cruelty towards Black enslaved and free people.

Working with the **Amgueddfa Cymru** Producers (ACPs), a group of young people aged 18-25 from across Wales working with the museum to develop activities, events and more across the Museum, and Sub-Sahara Advisory Panel’s (SSAP) Youth Leadership.

There was an open call to commission artists to reframe the colonial narrative and centre Black experiences. The producers led the selection of two artists, Gesiye and Laku Neg, to create installations for the re-display work now accessioned into the national collection. They supported the ACPs and SSAP teams to develop a display, using objects from the national collections and exploring the bilingual language needed to develop the decolonisation work.



Together, they developed a bilingual learning offer for primary and secondary schools, in line with the New Curriculum for Wales and the development of anti-racist learning resource.

Thanks to Postcode Culture Trust’s flexible funding, Amgueddfa Cymru are able to go above and beyond in their partnership approach, working with local communities and partners to share knowledge and skills, showcase diverse stories, and increase diversity and representation in their decision-making and public programming.

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.



‘Innovation’

How do you develop a vaccine quickly and effectively to combat a global pandemic?

This **Science Museum** exhibition explored the worldwide effort to develop vaccines at pandemic speed, showing how scientists and researchers adapted to the various challenges of this massive programme.

Through an incredible variety of artworks, interactives, and personal objects, this exhibition made the invisible visible: from examining the virus itself to recognising the work done quietly behind the scenes by volunteers, researchers and other individuals that made the huge innovations possible.

Injecting Hope: The race for a COVID-19 vaccine showcased the intense and rapid nature of tackling the pandemic. Revealing the inspiring stories of scientists and innovators collaborating around the globe to find solutions and save lives, this exhibition showed how they shaped the world we live in today.



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 Culture Trust is a registered charity with the Scottish charity regulator OSCR (SC043234) and has been in operation since 2012. 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.