

# Postcode Culture Trust Funding Strategy 2021-2023



# 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.



Photo: Will Pace

## CASE STUDY 1

### Future

**MAC Birmingham 2023** – A year dedicated to the Environment

**MAC** will be bringing together artists, scientists, gardeners and community activists to share innovative thinking about local and global green issues – across new commissions, walking tours, exhibitions, theatre etc. We want to raise awareness with audiences to showcase the unique role of the cultural sector in addressing a wide-range of climate issues from fast fashion to disability access and immigration.

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.



## CASE STUDY 2

### Innovation

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**National Museum Wales/Amgueddfa Cymru**

During the pandemic, many parents told the museum that their children enjoyed playing Minecraft, but that they wished they could do something more constructive with their time. Minecraft your Museum was a digital competition they developed for children to recreate their ideal Museum in Minecraft during lockdown, in order to connect and expand their digital skills - over 100 entries of an exceptionally high standard were received from across Wales and beyond. This activity won the Kids in Museums Family Friendly Museum award, for the Best Social Media Activity category.



## CASE STUDY 3

### Advocacy

**Youth Music**

In July 2020 our report, a Blueprint for the Future, found thousands of young people pursuing a career in the music industries were being driven out of the sector they love, or forced to go it alone. With support from players of People's Postcode Lottery and YouTube, the charity launched the Incubator Fund to help open up access to sustainable careers in music. The Incubator Fund continues to provide grants to organisations, so they can support 18-25s who are underrepresented into the music industries.



// *The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.”*

source: [sdgs.un.org/goals](https://sdgs.un.org/goals)

## Trust Priorities

In order for the Trust to fulfil its vision of access and representation to all, in the next three years, prioritisation will be given to charities working towards diversity and inclusion within the arts, community co-creation and opportunities for employment or education within the cultural sector.

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.



### 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 Culture 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.

## 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.

**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 Culture 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: Autin Dance Theatre



Photo: Beat Routes: Fine Futures project

## 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 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, 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 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.