

Postcode Innovation Trust Funding Strategy 2021-2023



Postcode Innovation Trust

Trust Vision

Postcode Innovation Trust's vision is for a more equal and resilient society that benefits people and planet, achieved by innovative solutions to society's most intractable problems.

Trust Mission

Postcode Innovation Trust's mission is to support innovation for social good, through a range of funding programmes focusing on social entrepreneurship, systems change and collaboration.

The trust funds charitable activities in Great Britain.

Supported Organisations

Postcode Innovation Trust will fund organisations that work to build a more socially inclusive society.



Carefree

CASE STUDY 1

Volunteer It Yourself

• Awarded £145,000 (50% loan/50% grant) in 2020.

Volunteer It Yourself combines DIY and volunteering by challenging young people aged 14-24 to help repair and refurbish youth and community buildings and facilities, whilst learning vocational trade skills on the job. Young people are mentored by professional tradespeople, and gain Entry Level City & Guilds trade skills accreditations at the same time as developing broader employability skills. The majority of young people who take part are disengaged (or at risk of disengagement) from mainstream education and training, and/or unemployed. Funding from Postcode Innovation Trust was used to grow Volunteer It Yourself's organisational resources and

capacity to deliver at greater scale throughout the UK, enabling them to deliver new high-volume work and also attract and deliver against new business. Funding will help to extend their social impact through the delivery of 500+ new projects involving and benefitting 10,000+ young people over the next three years.

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

Wheels of Change

• Project partners: Whizz-Kids, Duchenne UK and Edinburgh University. • Awarded £1,000,000 in 2018.

The Wheels of Change project brought together Duchenne UK, Whizz-Kidz and the University of Edinburgh to design a new wheelchair that met not just the clinical needs of young wheelchair users, but their aspirations and dreams as well. £1,000,000 was awarded to fund research and develop a prototype.

The latest technology was used to create a young person's powered wheelchair

that is modular, modern and affordable. This ground-breaking collaboration has the potential to positively impact the lives of up to 75,000 young wheelchair-users in Great Britain.

In order for the trust to fulfil its vision of supporting innovation, in the next three years prioritisation will be given to systems change, social entrepreneurship and collaboration.

We explore alignment of the work of our funded partners to the UN Sustainable Development Goals and continuously review how we can complement support from government, corporate and other donors to create change.

CASE STUDY 3

Carefree

• Awarded £250,000 (50% loan/50% grant) in 2020.

Carefree's mission is to fuel the future of unpaid caregiving. There are nearly 7 million unpaid caregivers in the UK providing 80% of home care, yet most of us are unaware of their contribution to society.

Carefree's goal is to fundamentally change the fabric of support for this remarkable, yet largely invisible, workforce. Carefree's digital platform transforms donated vacant hotel rooms into active resources such as short-break accommodation for carers, who can use the rooms for short respite holidays.

Funding from Postcode Innovation Trust was used to develop Carefree's platform to improve the flow of gifted inventory to caregivers, bring in a customer success team and market their offering to caregivers and the hospitality industry.

// *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





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.

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 funded partners to connect and provide peer learning and support.

How we work with our funded partners

Our approach:

We are courageous

We believe it is necessary to actively look for 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 it is most needed.
- Daring to enable organisations to start something that would otherwise never get off the ground due to time and resource constraints.
- Supporting organisations and themes that can sometimes trigger resistance, are politically sensitive or can generate wide debate because of vested interests.

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 systemic change, requiring longer term investment to achieve results. Our beneficiaries consist of the broad spectrum of change makers and innovators, advocates activists and givers.

Creativity

Investing in fresh, innovative or different ways of addressing issues these could be 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 Innovation 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.



Wheels of Change

Funding Awards

Each funding programme is delivered through a structured application process and all final decisions on funding rest with the trustees.

Social Investment Programme

The trust offers a blended finance investment package to charities and social enterprises to support them in growing their revenues and increasing their social and environmental impact.

The trust supports organisations within Great Britain that are asset locked, have social mission embedded into their articles and are looking to achieve impact in the areas of social inclusion, community development and environmental improvement.

Social Enterprise Support Programme

The trust supports social entrepreneurs to develop solutions to the challenges of society, break down the barriers they face and help them to increase their revenues and social impact.

To meet these goals, the trust collaborates with a number of partners within the wider social enterprise ecosystem to deliver programmes including enterprise training, capacity support, accelerators, incubators, mentoring and peer support.

Dream Fund

The trust supports innovative, collaborative and impactful projects that seek to deliver systemic change. Each year, charities in Great Britain are invited to apply through a 3 stage application process. New thematic priorities are researched and announced each year to allow the trust to focus on the most pressing challenges facing society.

Special award

Where funding allows, special awards may be awarded to charities for a specific project that meets the thematic and geographic priorities of the trust. Special award funding may also be allocated to enable charities to build capacity in a certain area and increase their long term growth and sustainability.

Discretionary/one off awards

At the discretion of the trust, one off awards may be offered for organisational strengthening, in emergency situations, or to tackle specific needs. These awards may also be offered with the intention of promoting collaborative approaches to complex issues to maximise our impact, for example working in partnership with other funders.

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 funded partners. We also visit our funded partners to see their work and understand challenges and see progress towards their goals.

Throughout the duration of each funding award our funded partners submit regular evaluation reports. 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 Postcode Innovation Trust 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 funded partners. 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 Innovation Trust is a registered charity with the Scottish charity regulator OSCR (SC046499) and has been in operation since 2016. 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.