



# Postcode Animal Trust

## Funding Strategy 2021-2023



# Postcode Animal Trust

## Trust Vision

Postcode Animal Trust has the vision that all animals are protected, respected, and can live happy lives, free from harm.

We will work towards improving the lives of domestic, farmed, and wild animals, while strengthening and celebrating the relationship between humans and animals.

## Trust Mission

Postcode Animal Trust's mission is to educate, support and promote animal welfare and conservation, and demonstrate the enjoyment that animals bring to people's lives.

The Trust supports charities and good causes with those purposes through grant funding for charitable activities across Great Britain.

## Supported Charities

Postcode Animal Trust will fund charities that provide care and support to animals in need, campaign for animal rights and high welfare standards, support conservation, and champion the benefits of relationships between human and animal.



## CASE STUDY 1

### Future Support

After great success in 2021, **Dogs Trust** plan to use digital rehoming across their centres in 2022. The virtual process allows everyone to have the same opportunity to rehome a dog from Dogs Trust and has helped rehome many dogs who may be overlooked by potential new families.

With reduced footfall in Dogs Trust centres, many of the dogs are more able to cope with their time in kennels. They are less anxious and can benefit from even more one-to-one support from carers. This will also enable Dogs Trust to control the number of people in their centres, ensuring the safety of staff without compromising rehoming activity.



## CASE STUDY 2

### Innovation

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.

Kia, age 5, and Nial, age 4, both suffer from Mitochondrial Depletion Syndrome which causes Diabetic Hypoglycaemia, being non symptomatic they would have to test their blood every 5 minutes. **Medical Detection Dogs** were able to find their perfect match in Ally, a specially trained dog to detect drops in blood sugar eliminating the need for multiple daily tests. With Ally's help this brother and sister can now start to live a normal life free of worry.



## CASE STUDY 3

### Advocacy

Supported charities' joint campaigning efforts resulted in a major increase in the maximum sentence for the most serious animal cruelty offences.

**Battersea, Dogs Trust, Cats Protection** as well as other charities in the wider sector, successfully campaigned to see maximum sentences for the worst crimes against animals increased from six months to five years, in line with sentencing policy across Europe and internationally. Thanks to players, supported charities were able to allocate flexible funding to their advocacy and public affairs team to strengthen their efforts.



*“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)



Photo: Battersea

### Trust Priorities

In order for the Trust to fulfil its vision of improving the lives of domestic, farmed and wild animals, while strengthening and celebrating the relationship between humans and animals, in the next three years, prioritisation will be given to the existing gaps of wild and farmed animals and wildlife crime.

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

### 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.

#### 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 Animal 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.

**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 Animal 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.





## 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 Animal Trust has the vision that all animals are protected, respected and can live happy lives, free from harm, 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 Animal Trust is a registered charity with the Scottish charity regulator OSCR (SC043837) and has been in operation since 2013. 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.