

# Postcode Animal Trust

## Funding Strategy 2025-2030





# 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.

## 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.





# 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’

Navigating their way through the teenage years can be tough for many young people. And for teens like Adam, who must also contend with sight loss and health issues, life can be even more isolating. Thanks to players of People’s Postcode Lottery, they supported the **Guide Dogs** buddy dogs service for a year, during which 18-year-old Adam and his family discovered how the service could help Adam flourish.

Growing up, Adam adapted well to his sight loss. But, despite that, his conditions impacted his life, and from the ages of around 10 to 17, Adam became more insular and isolated.

The family then heard about the Guide Dogs buddy dogs service, where children, young people and their families are matched with a buddy dog. Buddy dogs are former trainee guide dogs that have had a career change. They are pet dogs who support children and young people in building confidence and trust and provide companionship. During the time that Adam’s family applied for a buddy dog, the service was fully funded by players of People’s Postcode Lottery.

When Adam was aged 18, Guide Dogs introduced the family to yellow Labrador cross golden retriever Sam. There was an immediate



bond between Adam and Sam. Frank, Adam’s dad, said: “Having Sam has transformed every facet of our family. Adam has a dog he looks after, which has increased his confidence and independence.”

Speaking about Sam, Adam said: “He’s changed my life for the better. When I was unwell, he helped by just being there for me and comforting me. We always say that getting Sam is the best thing we’ve ever done.”

## ‘Respond to changing needs’

There has been concern over recruitment and retention challenges within the veterinary sector for some time, with many vacancies going unfilled. The lasting effects of the pandemic, Brexit (causing a significant reduction in the number of EU vets coming to the UK) and high demand for veterinary services have all significantly exacerbated this issue in recent years.

Thanks to generous funding from players, one of the ways PDSA have been tackling this is by running a supportive training programme to train both newly qualified vets and student veterinary nurses. Attracting talent at the beginning of their careers with the aim of retaining them after their training.

PDSA are also supporting their in house Veterinary Care Assistants (VCAs) through the Apprentice Veterinary Nurse (AVN) training programme, to become fully qualified Registered Veterinary Nurses.



## 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’

22 year old animal lover, Jade, is studying to become a vet. Nothing remarkable about that you might think, until you appreciate the courage and determination Jade, who suffers from PoTS, has shown to achieve her dream.

From her early teenage years, Jade began to suffer unpredictable faints, often injuring herself as she fell to the ground without warning. Secondary school was plagued by absences and she ended up having to try to teach herself from subject notes. “I wasn’t able to go on school trips without family members going with me. I didn’t get to go out with friends or do the typical things teenagers do. I went years without going to shops or cafes. I didn’t even know how to use a contactless payment card until recently” says Jade.

After having an episode in the middle of a 4 lane road one day, Jade became fearful of crossing any road and was reluctant to leave her accommodation. This led to her becoming more isolated and anxious. Jade ended up being strapped into a wheelchair to prevent further injury if she did faint and decided to take some time out of university.

After hearing about the work of MDD and how others with PoTS had been helped, Jade applied to the charity for help but never thought she would be lucky enough to be matched with an alert dog.



Her life has now been transformed by Jules, a 3 year old fox red Labrador. Now back at university, Jade knows Jules will always alert her 2-5 minutes before an episode, allowing her to sit or lie down. Jules can even detect the onset of more serious episodes, signaling slightly differently to Jade for those, by puffing out his cheeks meaning that she must lie down. “It is just incredible. He taught himself the difference between episodes and adjusts his alerts accordingly. He has made a huge difference to my life. I can work on off-site practicals, and concentrate in labs. I am much happier, calmer and more confident.



## 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 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.