## Contents

- What do we do? ........................................................... 3
- Who do we fund? ....................................................... 3
- Application Process ................................................ 4
- Funding Theme ....................................................... 5
- Assessment criteria ............................................... 6
- Tips and Hints ......................................................... 7
- Filling in the application ....................................... 8
- What we will not fund .......................................... 9

Cover: Music in Prisons, Isle of Wight
What do we do?

People’s Postcode Trust is a grant-giving body funded by players of People’s Postcode Lottery. People’s Postcode Trust provides funding opportunities to community groups and charities in Scotland, England and Wales, through grants ranging from £500 - £20,000 (or up to £10,000 in Wales).

People’s Postcode Trust provides short-term, designated funding to good causes that focus on the prevention of poverty, support healthy living initiatives and uphold human rights for some of society’s most vulnerable groups.

Who do we fund?

People’s Postcode Trust aims to fund grassroots organisations, local charities and non-profit community businesses seeking to effect positive change within their local area. You can apply to People’s Postcode Trust if you are one of the following:

- Constituted voluntary and community organisation
- A registered charity
- A Community Interest Company

Please see our exclusions on page 9. Applicants that are not formally registered as a charity can apply for £500 - £2,000 in funding. We will consider applications in this category from:

- Co-operatives
- Not-for-profit companies

Applicants that can provide a valid charity number, can apply for between £500 to £20,000 (or £10,000 in Wales) in funding. All applicants must be able to provide proof they are a constituted organisation.

We will consider applications from branches of national charities if the branch has its own charity registration number. However, this does not extend to local Wildlife Trusts. Please note that if you are currently receiving funds from players of People’s Postcode Lottery, your application will not be eligible until this funded project is complete and evaluation forms are submitted to the Trust team for review.

<table>
<thead>
<tr>
<th>Organisation Type</th>
<th>Up to £2,000</th>
<th>£500 - £20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not for profit business with no charity number</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Constituted voluntary organisation with no charity number</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Community Interest Company with no charity number</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Constituted sports group with no charity number</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Organisations with tax exempt status but no registered charity number</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Constituted sports organisation that is registered with OSCR or Charity Commission</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Organisation with registered Charity number from OSCR or Charity Commission</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
**Application Process**

People’s Postcode Trust has two rounds each year. We only accept on-line applications* and our forms only go live when the funding round begins. Each funding round runs for approximately 30 days.

Our staff are on hand at key times to help with any queries you might have.

T: 0131 555 7287 at the following times:
Mon: 10am-12pm and 2-5pm
Wed: 10am-12pm and 2-5pm
Thur: 10am-12pm and 2-5pm

E: info@postcodetrust.org.uk

---

<table>
<thead>
<tr>
<th>Round Opens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Register and fill in application</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>Grant Assessment (6-8 weeks after application closing date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust Team reviews applications</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>Board of Trustees Meeting (up to 10 weeks after application closing date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust team gets back to applicants with news</td>
</tr>
</tbody>
</table>

---

**Funding agreement issued to successful recipients (10 days after Board of Trustees Meeting)**

---

**Money paid to applicant’s account (up to 28 days after Funding Agreement received)**

---

*If you require special assistance to complete the application, please contact the Trust team.*
Funding Theme

People’s Postcode Trust exists to try to make the world a better place through short-term, designated funding for projects that focus on the prevention of poverty, support healthy living initiatives and uphold human rights for some of society’s most vulnerable groups. It will also consider projects which help different communities come together for the benefit of their local area.

People’s Postcode Trust seeks to help find real solutions to tackling the root causes of poverty and its consequences, by, for example, equipping people with the skills, knowledge and resources that they need to lift themselves out of poverty. Poverty prevention can focus on relieving other needs, such as needs associated with ethnicity, geography, gender, age, disability, educational and skills attainment.

Examples of projects which may fit within the Trust’s criteria are:

- projects focussing on the prevention of poverty through training programmes to boost skills and opportunities for disadvantaged people. For example, volunteer training programmes aimed at providing skills to the long-term unemployed;
- projects that tackle the root causes of anti-social behaviour and homelessness such as projects aimed at at-risk young people or young people leaving care;
- projects that support at-risk families, providing and early intervention to help tackle family breakdown;
- programmes that improve the health (physical and mental) of disadvantaged groups, enabling them to live more fulfilling lives;
- programmes that promote human rights and empower disadvantaged groups enabling them to create a better life for themselves. For example, provision of services around domestic violence centres or refugee advice centres; and
- projects that bring different groups of people together in a way that promotes understanding of differences and promotes justice. For example, programmes that promote migrant rights and help groups integrate into new environments.
Assessment criteria

In order to assess applications, the following criteria have been established.

- The project has to have a clear charitable purpose and show visible results within 12 months of receipt of grant payment.
- The organisation MUST be a fully constituted body with an organisation bank account. We will not accept applications from organisations that only have an individual’s bank account.
- All funding must be spent within 12 months of the date received and applicants must be able to provide receipts for items over £50, equaling the total amount awarded. Please note that any unspent funds must be refunded to People’s Postcode Trust. If you are successful in receiving funds these would be delivered to your designated bank account approx. 3 months after the closing date of the funding round.
- The project MUST demonstrate a sustainable impact beyond its' original duration.
- All registered charities, with an income above £25,000, should have a financial reserves strategy in place.

Projects that are creative, far-reaching and will leave a long-term impact once completed stand the best chance of being successful. This can be evidenced on your application by requesting equipment or resources that will last beyond the duration of funding.

We especially welcome applications for projects that are focused on improving life for disadvantaged groups and encouraging their inclusion within society whilst fulfilling the activities the Trust supports.
Tips and Hints

Have you ever wondered what is it that funders are looking for, and whether there is anything you could do to make sure that your application has the best possible chance of success? The tips and hints below should help you ensure that you tick all the boxes and avoid some of the common mistakes. This will help not only for People’s Postcode Trust, but other funders too.

READ THE GUIDELINES
Make sure you are eligible before sending. Don’t assume that because you were sent a link to the Trust that this automatically makes you a suitable organisation for funding. If you’re not sure, call first – we don’t want you to waste your time filling in a form if you can’t apply in the first place.

SHORT AND SHARP
A good application should be concise, communicating as much information about the organisation and project as possible in a succinct manner. An application that waffles on for pages will send assessors to sleep, and will almost certainly be overlooked.

PLAIN ENGLISH
Don’t use jargon. If abbreviations and acronyms are necessary, use them sparingly. The best way to ensure your application is read thoroughly is to write in plain and understandable English.

MAKE YOUR CASE
Ensure that you make a clear case for your project – the most important information is what you intend to do, why it’s necessary and what the long term impact of your project will be.

PRESENT YOURSELF
Your application is often the only opportunity we will have to find out about your organisation and your project. If you don’t follow instructions, or fail to sell yourself, this is the impression we will be left with. Think of it as a job interview – first impressions count!

READ THE QUESTION
We were told this at school, and it still applies. Ensure that the answer corresponds to the question, and gives the information that we require. There is a document titled “Completing the Application Form” on our website – this tells you what we expect to see, so make sure you read it and follow it.

SPELL CHECK
Spelling and grammar errors make an application look sloppy and unprofessional. Please paste your written answers into a word document to check them for spelling errors before submitting them.

CHECK YOUR FIGURES
It is confusing to read through an application where facts and figures don’t add up, so make sure the information is consistent throughout. The individual cost items you request on your cost breakdown should equal the total amount that are requesting.

MAKE IT LEGIBLE
Please DO NOT write in block capitals. It makes our job more administration-heavy if we have to convert everything.

PROOF READ
Always, always proof read your application before sending it. Incorrect information wastes time and is easily avoidable.

BARE MINIMUM
At the very least, ensure you have done the bare minimum for your application. To send in information over and above what is requested is fine (as long as it does not equate to War and Peace). But to fail to meet even the minimum requirements is the quickest way to ensuring an unsuccessful application.

BE DIFFERENT
We know that there are certain things that are not covered by statutory funding. And we know that the current climate means even more ‘every day’ items now need to be funded. But we don’t want to read 100 applications asking for the same thing, and we certainly are unable to fund them all. Please try to make your projects different and interesting.

FUNDERS TALK
Funders talk to other funders. We like to share information with each other, particularly if we have experienced problems with an organisation. If you are applying to multiple funders, make sure you are consistent, and ensure you follow the rules.
Filling in the application

Pilot Projects
We award funding for pilot projects. However you must be able to demonstrate how you intend to continue your project beyond the period of funding.

Existing Projects
We do not award funding for general requests for running costs towards existing projects. However, if you are intending to expand your existing project in a new way or into a new area then your project could be eligible.

Capital, construction & renovation costs
Applicants can request up to 100% of the total amount applied for towards costs relating to construction and renovation work or capital items such as equipment. If you intend to apply for building renovations, these must have an ecological impact, or demonstrate a wider impact on the organisation (such as enabling new and vital services to take place). Applicants must also demonstrate sustainability in relation to on-going maintenance.

Salary Costs
Requests for project staff and sessional salary costs can be up to 50% of the total amount applied for.

Please note that we are unable to fund existing members of staff unless their full or part-time work aims to deliver new project. This cost would still need to fall within the 50% salary costs.

Requests for volunteering expenses can be up to 25% of the total amount applied for.

Please note that we will only award funding for salaries that are charged at a reasonable rate and excessive requests will not be considered. If sessional staff services are to be provided by a commercial organisation, evidence of any charitable rates discounts must be given.

Running costs
General running costs that support the running of the project can be applied for including utility bills, rent, insurance, contingency costs etc. Requests for running costs can be up to 20% of the total amount applied for.

Marketing costs
Marketing costs are eligible for funding as long as they are no more than 10% of the total amount requested. Please remember that all marketing materials produced with funds from People’s Postcode Trust must acknowledge us as a funder.

Pricing Guidelines
We will not fund items that are unreasonably or excessively priced, for example top of the range IT, photography or musical equipment that is not appropriate to the level of delivery. We will also not fund sessional or staff salaries that charge an excessive hourly rate.

You must provide evidence with your application that you have:

- Researched into the possibility of purchasing a second-hand version of the item(s)
- Looked into better value of the item(s) required (for example a lower model specification)
- Attempted to secure a charity rate with any external expertise being resourced to carry out some or all of the project

If none of the above is possible, you may need to re-think whether you request funding for the item in question, or be able to demonstrate the need for such an expensive item over a better value alternative. If all of these suggestions have been tried and a less expensive alternative has not been sourced, please call the Trust Helpdesk to discuss the item you wish to purchase before submitting an application.

We regret that we will be unable to fund items which have not been through the above process, and we will ask you to remove such items from your application.
What we will not fund

People’s Postcode Trust will not accept applications for projects that:

- Request sporting kit or equipment or sports-related projects.
- Community development projects including:
  - community centre renovations;
  - activities aimed at involving isolated groups within the community; and
  - activities promoting a community’s social history.
- Improve green-spaces; improve habitats; enhance or protect biodiversity

If your project fits within the above themes, please refer to Postcode Community Trust and Postcode Local Trust.

People’s Postcode Trust will not provide support for the following:

- applications which will not bring a direct public benefit to Scotland or England or Wales;
- individuals and groups who are not a constituted organisation;
- applications for funding under £500 and over £20,000 (or over £10,000 if in Wales);
- applications where the funding amount requested is less than 10% of the overall project cost;
- charities that appear to have excessive unrestricted or free reserves and no policy to reflect the rationale behind this;
- organisations that have previously been funded by People’s Postcode Trust (or Postcode Community Trust and Postcode Local Trust) and that did not comply with all the funding requirements in full;
- promotion of religion;
- bodies seeking to distribute grants/funds to others;
- political parties or activities;
- city councils, local authorities or government/statutory bodies;
- projects or activities that the state has a legal obligation to provide;
- local authority-run schools and nurseries, private schools PTA groups and universities;
- private clubs for those with restricted memberships, or organisations that charge rates that will exclude disadvantaged groups;
- projects that cannot be maintained due to high ongoing costs or the need for long-term specialist skills;
- feasibility studies or research;
- general awareness raising projects;
- general marketing appeals (including website development) or sponsorship;
- events such as conferences, day trips, seminars, galas, festivals or activity weekends. Generally speaking we will not fund very short-term projects;
- training or educational workshops that do not result in a tangible outcome for participants;
- medical research, advice and equipment;
- end of life or palliative care, including hospices;
- building renovations that are purely for cosmetic purposes;
- renovations or installations of toilets, showers, lifts or changing rooms; and
- the purchase of items or salary costs that are excessively priced.