



People's Postcode Lottery

Applying for Funding

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Overview

- Novamedia and People's Postcode Lottery
- How to apply for funding from us
- Getting ready to apply to funders
- Tips and hints





- World's largest fundraising donor
- 3rd largest private donor in the world
- More than **€7.9 Billion** since 1989



Novamedia

for charity lotteries



BankGiroLoterij





- Established **2005**
- Monthly subscription **£10**
- Over **£310** million raised to date
- **£93** million raised by players in 2017



How are funds awarded?

18 Charitable Trusts

20 Charities supported directly



4 Trusts open to applications



DREAM FUND

Supported by players of



Awarding funds from

POSTCODE DREAM TRUST



Community Programmes



- Funding is for projects of up to 12 months
- Grants **£500-£20,000**
- Only registered charities for over £2,000
- Similar funding programmes but support different types of projects





Employability and
skills development
programmes

The promotion of **human rights**
through combatting
discrimination

Poverty
prevention









Grassroots sports
arts and recreation projects
that improve health
and **wellbeing**

Projects that **improve**
the **health of communities**
through, for example, **first aid courses,**
befriending, **counselling** or
reducing isolation









Community gardens
and **play areas** using
sustainable materials

Outdoor education
and heritage

Green Energy
projects and
flood prevention







Application Process

Two-stage, online application process:

Stage 1: Expression of Interest (EOI)

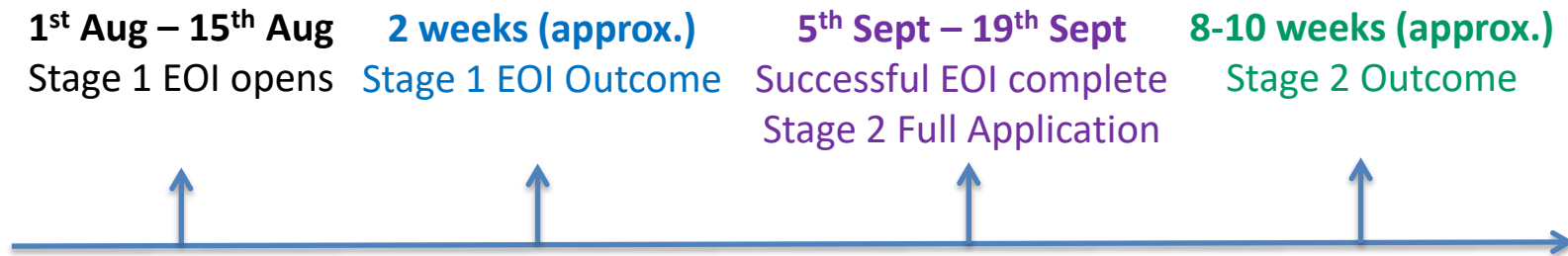
- Short description of your organisation and “elevator pitch” (500 characters) about your project

Stage 2: Full application

- More detailed questions - project description, budget etc



Next Funding Round



Examples of the types of costs supported

- **Capital** - equipment; creation of new outdoor spaces; sensory rooms; equipment; vehicles; clothing; gazebos etc.
- **Staffing** - demonstrate sustainability beyond 1st year
- **Training** - e.g. employability (preferably with qualifications), volunteer training etc.
- **Volunteer expenses**
- **Running costs associated with the project** - venue hire, travel for staff, insurance, utilities etc.
- **Marketing costs** - Posters, leaflets, web hosting etc.



Exclusions

- Research, palliative care & medical equipment
- Statutory bodies (inc. local authorities), individuals or commercial business
- Schools, PTAs, colleges & universities
- Overseas projects
- Groups with exclusive membership
- Promotion of religion
- Trips and on off events
- General sponsorship



Getting ready to apply for funding

- Package your work into projects
- Research some funders
- Constitution
 - Dissolution clause
- Annual Accounts
 - Clearly show income and expenditure
 - Explain reserves
 - Bank account in name of the group



Tips and Hints

- Read the funding guide
 - Is your organisation eligible?
 - Is your project eligible?
 - Are you applying to the right Trust?
- Explain what you want to do as well as the difference you want to make
- Some aspect of the project should last beyond the funding - e.g. capital, qualifications, volunteer maintenance, income generation etc.
- Clearly break down your costs
- Ask for help! Call or email if in doubt or speak to a local support organisation



Things to avoid

- Sticking applications in without reading the guidelines
- Just applying to one funder – even amazing projects will not get funded





- Unrestricted funding up to £500 for sports & physical wellbeing activities
- Annual income under £50,000.
 - Priority given to under £20,000
- Short application process
- Outcome within 4-8 weeks
- Localgiving membership included for successful
- Access to all of Localgiving's other services



Local School Nature Grants



Local School Nature Grants



- Equipment and training for outdoor learning
- Short application process
- Outcome within 4-8 weeks
- £500 equipment packages
- 2 hours of training worth £500
- www.ltl.org.uk/naturegrants/



To find out more visit:

www.postcodetrust.org.uk

www.postcodecommunitytrust.org.uk

www.postcodelocaltrust.org.uk

www.postcodedreamtrust.org.uk

