



# We're doing more

The impact of the 2020 charity lottery reforms on People's Postcode Lottery and the charities players support





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Parliamentary supporters of the campaign for charity lottery reform have included Carolyn Harris MP, Ben Lake MP, Deidre Brock MP and Nigel Huddleston MP



# Foreword



**ROBERT HALFON,**  
MP FOR HARLOW

In December 2019, I tabled an Early Day Motion in Parliament calling on the UK Government to push forward with its work to reform the laws around charity lotteries. I campaigned on this because I have seen the great job that charity lotteries do in funding local charities in my constituency. I was, therefore, extremely pleased when the UK Government announced an increase to the annual charity lottery sales limit.

I understand that the past year has been very difficult for the charity sector. The Covid-19 pandemic has had a major impact. Charities have seen a drop in income from many of the usual funding streams such as fundraising events and charity shops.

Organisations have had to adapt and innovate rapidly to keep functioning. Confirmation of the raised sales limits for charity lotteries could therefore not have come at a better time – a welcome boost during a year of great upheaval and uncertainty.

“This report illustrates some of the amazing work that charities are undertaking and the additional benefits which have accrued from the recent reforms.”

This report illustrates some of the amazing work that charities are undertaking and the additional benefits which have accrued from the recent reforms. It is a wonderful example of how Parliament, by reforming outdated laws, can have a major impact without the Government having to spend any money.

Further to this, the report explains how raised sales limits are already unlocking vital additional funding for charities, allowing them to concentrate on what they do best – be that supporting our elderly, conserving our green spaces, promoting animal welfare, or any number of other great causes.

Before considering whether to move to a £100 million annual sales limit and a £10 million draw limit, the UK Government will conduct a review of the initial changes. It is clear that changes have already been a great success and I hope that this opens the way for further beneficial reforms.

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All images courtesy of the relevant organisations unless otherwise stated.

# Welcome

Our message to the UK Government has always been to 'let us do more'. The charity lottery reforms which came into force in July 2020 are allowing us to do just that. We are delighted to present this report setting out the difference the reforms have made so far.



**CLARA GOVIER**  
MANAGING DIRECTOR

**T**his report demonstrates some of the ways in which the charity lottery reforms are already making a huge difference where it matters most – in the work charities undertake. In reading the report you will see how seemingly technical reforms to an Act of Parliament are helping to fund inspiring work in a large number of areas – from improving animal welfare, to nurturing culture and community, to supporting biodiversity and the environment.

The raised sales limits are already unlocking vital additional funding for charities, allowing them to build on what they do best, be financially resilient and seek innovative approaches to tackling longer-term global challenges, including climate change.

Of course, the reforms have also had a positive impact on People's Postcode Lottery itself as an external lottery manager, as we have been able to streamline and simplify our operations. Reforms to date have allowed a reduction in the number of charity lotteries we manage, as each lottery can now raise more funds.

This has saved administration costs and reduced bureaucracy which, in turn, has freed up even more cash for funded charities. This, as well as continued support from our players, has seen the charitable contribution from each People's Postcode Lottery ticket sale increase to 33%.

It is impossible to overstate the positive impact that additional funding will have for charities. However, we prefer to let them tell you themselves – throughout this publication you'll find voices and stories from a diverse cast of charities and those who rely on them. And of course, they are just small selection from the vast array of good causes benefitting from the reforms.

We are deeply grateful to the UK Government for implementing the reforms and to all those who supported the changes – parliamentarians from all parties, the wider charity lottery sector and the charities themselves.

We hope that this report, giving a flavour of the amazing work charities are undertaking as a result of this change in the law, provides a useful insight as the UK Government reflects on the impact of the 2020 charity lottery reforms.

**“The raised sales limits are already unlocking vital additional funding for charities, allowing them to build on what they do best, be financially resilient and seek innovative approaches to global challenges.”**



## SUPPORT FROM MINISTERS FOR CHARITY LOTTERY REFORMS



Prime Minister Boris Johnson on a visit to Canal & River Trust with People's Postcode Lottery Managing Director Clara Govier and Head of Public Affairs Malcolm Fleming

### **BORIS JOHNSON MP,** PRIME MINISTER

Video message to funding workshop,  
24 March 2021

“Last year, the Government updated the law on charity lotteries... and that means more local charities across the country can get the funding they need and I'm very pleased that we were able to introduce this important change.”



**JOHN WHITTINGDALE MP,** MINISTER FOR  
MEDIA AND DATA (RESPONSIBLE FOR LOTTERIES)  
Community Matters online event, 17 March 2021

“It's absolutely right that society lottery operators do as much as they can to ensure that more money is raised for the good causes they support, while keeping expenses and other operational costs as low as possible. I know that for the largest society lotteries, the previous sales limits had been a real barrier to doing this.

“It's therefore really good to see the changes that People's Postcode Lottery has made utilising the new sales limits to enable admin savings to increase the amount of funding available to good causes. I welcome the increase in percentage return to charities from each ticket to 33%, and the percentage expenses dropping to 27%.”



**NIGEL HUDDLESTON,**  
MINISTER FOR SPORT,  
TOURISM AND HERITAGE

Press release, 29 July 2020

“Players of People's Postcode Lottery have an important role in raising millions for good causes and I'd like to acknowledge their vital contributions. This change means more money is raised for deserving charities and that help and support can reach those who need it.”

# At a glance

## CHARITY LOTTERY REFORMS JULY 2020

**INCREASED ANNUAL SALES LIMIT**  
(total value of ticket sales in a year)

**£10 million ▶ £50 million**

**INCREASED PER DRAW SALES LIMIT**

(value of ticket sales per draw)

**£4 million ▶ £5 million**



## POSITIVE IMPACTS OF REFORMS TO DATE

for People's Postcode Lottery, the Postcode Trusts and beneficiary charities

**Streamlined charity lottery structure**

**58 ▶ 20 Postcode Trusts**

- Reduced administration costs
- Regular quarterly payments for charities
- Easier for players to understand

**£31.05 million** in Extra Awards

one-off payments in 2021 for 61 regularly supported beneficiary charities

**Increase in charitable contribution**

**32% ▶ 33%**

= around **£5 million** extra in funds per year (at current sales levels)

**Reduced percentage spent on expenses** **28% ▶ 27%**

**Double the money for smaller good causes**

through Community Programmes Trusts

**£8.5 million ▶ £17 million**

to 2,060 good causes in 2019

to 3,700+ good causes in 2021





## REFORMS TO DATE ARE:

**Unlocking vital funds** for charities and the people, communities and causes they help

**Aiding recovery** in the wake of the Covid pandemic

Supporting **third sector resilience**

Leading to **greater player understanding** of good causes supported

Regular beneficiary charities, left to right from facing page: Dementia Adventure, Magic Breakfast, Tottenham Hotspur Foundation, PDSA



## WHAT'S NEXT?

### FURTHER REFORMS WILL:

- **Future-proof** this positive impact
- Further **reduce** bureaucracy
- Increase **flexibility** of funding model
- Allow charity lotteries to **thrive**
- ... And so secure even **more funds for charities**

### WE CALL ON THE UK GOVERNMENT TO:

- Raise the annual sales limit to **£100 million**
- Raise the per draw sales limit to **£10 million**





Clockwise from left: Speakers at campaign events included Priti Patel, Dame Ellen MacArthur, Dame Kelly Holmes and Lord Paul Boateng. The Public Affairs team with Scotland's First Minister Nicola Sturgeon



**Timeline**

**2005**  
Gambling Act 2005 places limits on charity lotteries



**2012**  
UK Government announces plan to review charity lottery law



# The story so far

July 2020 saw significant, long-awaited reforms to charity lottery sales limits finally come into force, after many years of consultation, campaigning and collaboration by People's Postcode Lottery and others.

**B**ritain's charity lottery sector has been calling for reforms to the laws around charity lotteries since at least 2012. Finally, in March 2020, limited changes were passed into law. These saw the charity lottery annual sales limit increase from £10 million to £50 million, and the per draw sales limit increase from £4 million to £5 million.

Charity lottery sales limits have been in place since the 1960s, and were included in the Betting, Gaming and Lotteries Act 1963. However, it is unclear why charity lotteries face any limit on their fundraising at all – in fact, it is curious to say the least. Gambling companies do not have limits on their sales, and other types of charity fundraising face no limitations on how much they can raise.

It has sometimes been suggested the limits exist to 'protect' the National Lottery, however it is unclear why it needs any such protection. The UK Government is committed to a policy environment that allows both the National Lottery and charity lotteries opportunity to thrive. Official Gambling Commission statistics show sales and returns to good causes for lotteries to be at record levels, demonstrating their complementary nature. In any event, the limits do not stop charity lottery operators from growing, but simply force them to grow in a cumbersome way: heavy with red tape and added administrative costs, and with reduced flexibility to fund charities.

The 2005 Gambling Act set the charity lottery annual sales limit at £10 million and the per draw sales limit at £2 million. In 2009, the per draw sales limit was increased to £4 million. Over time, it became clear that these limits were increasingly restrictive and problematic for charity lottery operators. Successful lotteries started approaching the sales limits, and to avoid breaking their gambling licence, another separate lottery needed to be set up.

People's Postcode Lottery was not the only external lottery manager or lottery operator to be affected and find the limits increasingly problematic as sales grew. Many other lotteries across the sector experienced similar problems. By 2020, People's Postcode Lottery managed 58 charity lotteries. Each of the 58 individual lottery operators required its own licence, compliance resources and regulatory returns, in addition to the licences, compliance and regulatory returns required by People's Postcode Lottery itself.

## GROWING SUPPORT FOR REFORM

In the meantime, over the years, support for reform had been growing. In November 2014, the House of Commons, Culture, Media and Support Select Committee began its enquiry into charity lotteries under the Chairmanship of John Whittingdale MP, now the Minister for Media & Data, including lotteries and gambling. This enquiry, which published its report in March 2015<sup>1</sup>, supported an increase in the charity lottery sales limits. ▶

<sup>1</sup> Society Lotteries. Report of the House of Commons Culture, Media and Sport Committee, 17 March 2015

### Dec 2014

Centre for Economics & Business Research (Cebr) report calls for increase in draw limits



### Dec 2014

UK Government call for evidence



### Nov 2014

Culture, Media and Sport (CMS) Select Committee Inquiry launched



**LORD PAUL BOATENG,**  
LABOUR PEER AND CHAIR OF BOOK AID INTERNATIONAL

“Having been a long-standing supporter of the campaign for charity lottery reform, it’s great to see the most recent changes in the law bear fruit for charities such as Book Aid International. It’s crucial that Government continues with these long awaited and much appreciated reforms, giving charity lotteries the best possible legislative framework to do what they do best. By raising funds for amazing charities, they make a huge difference every day to people in communities near and far.”

- ▶ In the autumn of 2015, the UK Government, in its response to the Committee, asked the Gambling Commission to review the issue and provide advice. The Commission provided the UK Government with three pieces of extensive advice on various aspects of the charity lottery policy debate<sup>2</sup>. It also conducted various econometric studies which, crucially, all found that charity lotteries had no significant impact on the National Lottery – a key consideration for the UK Government. The Commission recommended increasing the charity lottery annual sales limit to £100 million.

Parliament also saw substantial activity on the issue: a debate in December 2017 demonstrated strong cross-party support for reform; the matter was regularly raised at DCMS oral questions in the House of Commons, and two separate Early Day Motions supporting the proposed reforms attracted significant enthusiasm from MPs across the political spectrum. In the summer of 2018, the UK Government published its recommendations and ran a public consultation on them. This included raising the annual sales limit to £100 million as the UK Government’s “preferred option.”<sup>3</sup>

The consultation attracted strong engagement from interested stakeholders, with over 1,600 respondents in total. After a period to review the responses, the UK Government published its response to the consultation in July 2019.<sup>4</sup> This set out that, despite strong support amongst respondents for a £100 million annual sales limit and a £10 million per draw limit, the UK Government would proceed more cautiously, but was still “sympathetic” to the case for higher limits.

The UK Government then took the required statutory instrument through Parliament in March 2020 and thus into law. A further technical consultation by the Gambling Commission, due to the change in the limits resulting in changes to its Licence Conditions and Codes of Practice, then was undertaken. The limits finally became law on 29 July 2020.

Politicians are sometimes accused of rushing through changes in the law without due scrutiny. As can be seen by this lengthy process, this was certainly not the case here, with multiple consultations, a select committee inquiry, a parliamentary debate and Gambling Commission research all being undertaken.

<sup>2</sup>Advice Provided to DCMS on Society Lotteries, Gambling Commission, published June 2018.

<sup>3</sup>Consultation on Society Lottery Reform, DCMS, 29 June 2018.

<sup>4</sup>UK Government response to consultation on society lottery reform. DCMS, 16 July 2019.

## Timeline continued

### Mar 2015

CMS Inquiry report backs increase in sales limits



### 2016 – 2017

Gambling Commission conducts research



# Positive impacts of reform

The 2020 reforms to charity lottery law have enabled a change in the number of charity lotteries which People's Postcode Lottery manage. This has reduced bureaucracy and costs, while ensuring flexibility for the charity lotteries in their charity funding decisions.

## BENEFITS OF THE REFORMS TO DATE INCLUDE:

- 1. Simplified charity lottery structure, leading to reduced costs and regular payments to beneficiaries.** The previous charity lottery limits saw People's Postcode Lottery having to manage lotteries on behalf of 58 separate promoting societies, as a result of growth in the player base. This proved administratively costly and bureaucratic. The reforms allowed simplification of this structure, with People's Postcode Lottery now managing lotteries on behalf 20 Postcode Trusts, who distribute the funds raised to a variety of other charities and good causes.

With 20 People's Postcode Lottery draws taking place every month, each of the 20 Postcode Trusts can now promote – and receive the charity proceeds from – one draw each month. This simplified, streamlined model is easier to understand for all parties, including players. It has also enabled a significant simplification of the payment process used to distribute funds to good causes – from 2022 onwards, all beneficiaries will receive regular, quarterly payments. See page 25 for more.

- 2. A massive £31.05 million in Extra Awards to 61 charities in 2021.** A very positive initial outcome of the simplifications above is that 61 regular beneficiary charities are sharing a total of £31.05 million in one-off Extra Awards in 2021. See page 26 for more.
- 3. Increase in the percentage return to good causes from 32% to 33%.** Thanks to the cost savings from the simplified structure, coupled with increased sales growth, each ticket sold by People's Postcode Lottery now returns 33% to good causes, up from 32%. Percentage spend on costs has decreased correspondingly, from 28% to 27%. The percentage to prizes remains the same at 40%.



**REFORMS TO DATE: BENEFITS IN NUMBERS**

**32% to 33%**

**OF TICKET SALES TO GOOD CAUSES**

Increased charitable contribution from June 2021

**58 > 20 Trusts**  
SIMPLER DRAW STRUCTURE WITH FEWER CHARITY LOTTERIES MEANS ADMIN SAVINGS

**£31.05 million**

**ONE-OFF EXTRA AWARDS**

for 61 regularly supported beneficiary charities in 2021

**Double the money**

for smaller good causes through Community Programmes Trusts

**76% INCREASE IN FUNDING**

for Partnership Programmes in 2021

**Dec 2017**

Parliamentary debate



**Jun – Sep 2018**

UK Government public consultation



**Apr 2019**

Small Change report published

- ▶ Players now raise over £14 million a month for good causes, and the extra percentage freed up will result in this number climbing even higher. At current sales volumes, it is equivalent to an extra £5 million per year, but this will be an ongoing benefit year on year, and one worth an increasing amount if sales volumes continue to grow.
- 4. **Double the funding for small causes.** The amount available for smaller good causes and grassroots community groups – through what we collectively call the Community Programmes Trusts – has more than doubled, from £8.5 million in 2019 (the last full year before the reforms) to around £17 million in 2021. As a result of the changes to the annual sales limits, the Postcode Trust structure has also been reworked so that there are now six Community Programmes Trusts, each covering a distinct geographical region. This makes applying clearer and less confusing for smaller charities. See page 15 for more.
- 5. **Increase in funding for Partnership Programmes.** Another beneficial outcome of the changes in the limits and the trusts restructure has been a significant scale up in support for the Partnership Programmes which manage and distribute support to additional beneficiaries funded by People’s Postcode Lottery players. This meant a 76% increase in such funding in 2021. See page 17 for more.

The pages that follow provide a more detailed examination of the positive impacts of reforms to date – both in numbers but more importantly, through the voices and stories of funded organisations and those who rely on them.



**LIZ TAIT,**  
TRUSTEE OF POSTCODE CARE, CHILDREN AND SUPPORT TRUSTS AND DIRECTOR OF FUNDRAISING, GREAT ORMOND STREET HOSPITAL CHARITY

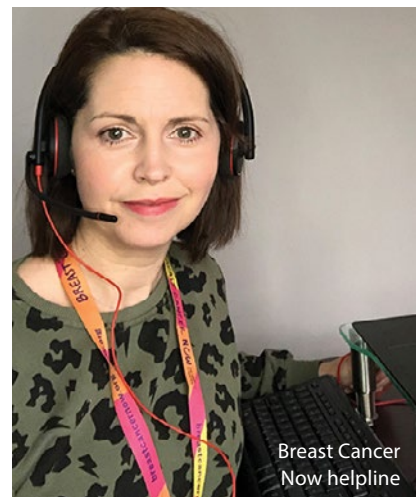
“I am proud to serve as Trustee of three Postcode Trusts that award funds to a wide range of good causes working to make society kinder, safer and fairer for all, regardless of health, age or ability. The reforms to date mean we are able to raise and distribute more vital funds for our beneficiary charities at a time when they need it most. Given the opportunity, a further increase of the limit to £100 million would be a positive change bringing significant additional benefit for the sector at no cost. I can’t see a downside or a reason to delay.”



**BARONESS DELYTH MORGAN,**

CROSSBENCH PEER AND CHIEF EXECUTIVE OF BREAST CANCER NOW

“Previous caps on charity lottery sales presented a real barrier for us to best meet the needs of people affected by breast cancer. The potential for us, and other charities, to raise greater funds under the reformed charity lottery legislation is a hugely significant and positive step, particularly as we all work hard to recover from the impacts of the Covid pandemic on our work.”



Breast Cancer Now helpline



**Jul 2019**  
UK Government announces limits to be raised



**Dec 2019 – Mar 2020**  
Gambling Commission consultation on new limits



**SUCCESS OF THE £5 MILLION PER DRAW SALES LIMIT**

Whilst many of the benefits resulting from charity lottery reform to date – as set out in this report – come from the increase in the annual sales limit to £50 million, the other important change implemented in July 2020 was the increase in the per draw sales limit from £4 million to £5 million.

The £5 million draw limit has been crucial to unlocking the benefit of the £50 million annual limit. Without it, People's Postcode Lottery and the Postcode Trusts would have been restricted by the draw limit far before the annual limit came into play. This year, it will enable draws with proceeds greater than £4 million to go ahead.

Previously – to avoid breaking the draw limit as player numbers grew – ticket prices had to be reduced to avoid the draw limit being breached. However, this brought extra administration through changes to terms and conditions. It is also not practical or fair to players to constantly change ticket prices because of the constraints of the draw limit.

**CHARITY CONTRIBUTION UP, EXPENSES COSTS DOWN**

One of the important changes which has flowed from the reforms to the sales limits, coupled with continued support from our players, has

been the change to the percentage of each ticket which goes to good causes and the percentage toward expenses.

The charitable contribution has increased from 32% to 33%. At current sales levels, that equates to approximately £5 million extra per year. Of course, the financial benefit of this change will grow as overall ticket sales grow.

At the same time, the percentage used for expenses was reduced from 28% to 27%. The remaining 40% does, of course, go on prizes!

**CHARITABLE CONTRIBUTION INCREASED TO**

**33%**

**= AROUND £5 MILLION**

**EXTRA IN FUNDS PER YEAR (at current sales levels)**



**DEBORAH KERMODE**  
CHIEF EXECUTIVE AND  
ARTISTIC DIRECTOR, MAC

“Press coverage of the ‘Let Us Do More’ campaign has started a valuable conversation and shone a light on how hard charities are working across the UK to meet the needs of the most vulnerable people in our community.”

**Mar 2020**

Changes brought into law;  
Gambling Commission consultation



**Jul 2020**

Raised limits come  
into force



**Aug 2021**

Planned UK Government  
review of limits

# A step change for smaller charities

From inner city London to the Highlands of Scotland, small local charities and grassroots community groups are the fabric of our society.

**R**ooted in their local communities, these small organisations – often voluntarily run – work to improve health and wellbeing, reduce social isolation, tackle the impact of poverty, create better greenspaces, promote sustainable living, improve access, equality and inclusion, and much more.

Every year, millions of pounds raised by players of People's Postcode Lottery are awarded to such smaller charities and community groups around Britain by the Community Programmes Trusts, which provide grants of up to £20,000 for registered charities and up to £2,000 for other types of good causes.

## SALES CAP MEANT SMALL CHARITIES WERE LOSING OUT

However, under the old £10 million annual sales limit, thousands of local good causes were losing out on vital funding every year, with their

applications to the Community Programmes Trusts turned down, despite the applications themselves being eligible for funding.

The problem was not an overall lack of funds raised by players of People's Postcode Lottery, but that the individual trusts behind the draws and distribution of funds were each limited from growing because of the sales cap.

This obstacle was explained in detail in the report *Small Change: How charity lottery limits impact on small charities*, published in April 2019. In her foreword to the report, Carolyn Harris MP said:



*“The existing £10 million annual sales cap has meant that the funds available to the local grants trusts funded by players of People's Postcode Lottery have not been able to grow as the number of applications have soared. Ironically this is despite the overall income from players having grown. It is understandable that People's Postcode Lottery are therefore frustrated by a system which has meant that over the last two years, approximately seven out of every ten fundable local grant applications had to be turned down.”*

## MORE FUNDING FOR THOUSANDS MORE LOCAL GOOD CAUSES

The raising of the annual sales limit and the resulting restructure of the family of Postcode Trusts has enabled an increase in the number of Trusts supporting small charities from three to six, and has meant that each of these trusts have much more headroom to grow in size and be able to fund more local charities.

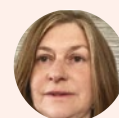


Carolyn Harris MP (centre) at the launch of the *Small Change* report in 2019, with Head of Public Affairs Malcolm Fleming and report co-author Fiona Wallace



**GEMMA KYBERT,**  
FOUNDER, OSCAR'S WISH

“The application process from start to finish was supportive and helpful. Having a dedicated person to ask questions of was very reassuring. We had our hand held and we were nurtured to try. As a grassroots charity, we felt we had a chance at a grant, and that gave us confidence. We are so grateful.”



**LEE EVANS,**  
DEVELOPMENT  
MANAGER, TGP CYMRU

“We found the grant application and funding process clear and straightforward – very helpful to a small, busy project like ours with limited time for funding applications.”

As a result, the amount of funds distributed to small charities and community groups in 2021 will double, rising from approximately £8.5 million in 2019, the first full year before the reforms, to around £17 million. At the same time the change in the sales limits has allowed a change in the size and number of the Community Programmes Trusts. There are now six geographic trusts covering different areas of Britain.



- ▶ This is truly a step change in support to local charities across Britain at a time when it is needed most, in the wake of the pandemic. This doubling in funding will benefit huge numbers of local good causes across the nation every year. It is a real and lasting legacy of the UK Government’s decision to increase the charity lottery annual sales limit.

Between them, the six geographic Community Programmes Trusts will support over 3,700 local good causes in 2021 – around 1,500 more than in 2020.

**SIMPLER, QUICKER APPLICATION PROCESS WITH A SHORTER WAIT**

The hope is that small charities and community groups – often short on time and fundraising expertise – find the geographical split much clearer and simpler to understand when applying.

The increased limits have also helped improve application and pay-out processes: with each Trust now able to have a draw every month, the application process has changed from being open for applications twice a year, to nine times



Chris Matheson MP (second left) celebrating a Postcode Community Trust award with representatives from St Mary’s Handbridge Centre, Chester



**RICHARD EUSTON,**  
HEAD OF CHARITY, CHESTER PRIDE

“We’re stepping up and filling gaps in statutory services – local authorities tell us they see great value in what we do. But like most small charities, we have limited fundraising capacity, so grants from the likes of Postcode Neighbourhood Trust are vital. We urge policy makers to unshackle charity lotteries further. People feel good about giving in this way.”

a year. This makes it easier for good causes to apply as soon as they need to. In addition, the time successful applicants wait for their funds has been reduced by three months.

**A HELPING HAND THROUGH THE COVID PANDEMIC**

Changes have also allowed a rapid response during the Covid crisis, with £4 million offered to local groups most impacted by the pandemic. The years 2020 and 2021 saw a steep increase in applications for activities relating to mental health, poverty and supporting marginalised groups – more funding for small charities that meet these needs within communities has been vital.

In addition, grant programmes have been adapted to support applications for core costs, knowing that this funding can make a significant difference to small charities being able to continue their services during this challenging time.

**MORE FUNDS FOR MORE SMALL CHARITIES POST REFORMS**





Outdoor play at Glasgow's Caledonia Primary School, supported by Learning through Landscapes



**CHRIS DORMER,**  
MANAGING DIRECTOR, LOCALGIVING

“The charity lottery reform has had a significant impact for Localgiving, as it enabled People’s Postcode Lottery to double the value of their support. This year we’ll be supporting 2,000 grassroots charities working to help people in need across communities in Great Britain.”

## Partnership Programmes

Since 2017, funds raised by players of People’s Postcode Lottery have also supported two Partnership Programmes offering funding for smaller organisations, schools and early years settings that do not qualify to apply directly to the Community Programmes Trusts.

The newly raised sales limits have allowed an increase of around £840,000 in total funding available for these Partnership Programmes in 2021 – a significant 76% uplift. Funding for partnership programmes is collectively contributed by the six Community Programmes Trusts.

### LOCALGIVING

In 2020, Localgiving received funding of £550,000 which saw over 900 groups working across Great Britain receive a Magic Little Grant of £500. In 2021, funding for this partnership was doubled to more than £1.1 million, which will see at least 2,000 groups supported.



### LEARNING THROUGH LANDSCAPES

In 2020, partnership funding of £550,000 to Learning through Landscapes saw 500 schools receive a Local School Nature Grant. For 2021, this was scaled up to £814,000, which means that over 625 groups will be supported. Of those, 100 will be nurseries and other early years providers.



The Healthy Activity Programme at The Horsfall Trust in Bradford benefited from a Magic Little Grant in 2019

**76% INCREASE IN TOTAL FUNDING FOR PARTNERSHIP PROGRAMMES IN 2021**





Below: Shed members building their new kitchen and meeting space

SHUTTERSTOCK

# Virtual den for Clacks' men

SCOTLAND  
**WEE COUNTY MEN'S SHED**

“After working for 50 years, it felt strange being home. So I joined the Shed, and couldn't believe the difference it made to my health – meeting different people and learning new things. It has certainly made a big help to keep me cheery.”

**WILLIE, RETIRED SECURITY OFFICER**

**B**ased in an old woollen mill in Tilllicoultry, Clackmannanshire, Wee County Men's Shed provides a meeting place where men can share companionship and experiences, learn new skills and support one another.

Thanks to a Postcode Community Trust\* grant of £1,676 awarded in December 2020, the group was able to buy the IT equipment needed to start a 'virtual shed' during lockdown, so its members could call in remotely via Zoom and remain in contact.

“Without the grant, this project would have remained a good idea but beyond our available resources,” says Chairman Jon Searle. “Going remote meant our members remained in touch during Covid, which helped boost their morale and wellbeing during a very isolating time.

“We've been able to disseminate news easily and retain our

membership. All in all, going remote meant our Shed was able to survive the pandemic.

“Even once things are fully back to normal, we will be live on Zoom whenever the Shed is open, giving members the option to attend virtually if they prefer not to venture out due to bad weather or other reasons.” Another

spin-off benefit of going online has been that its members are now more comfortable using IT, says Jon.

“I heartily approve of further raising the charity lottery limit – it would mean more funds for small, local charities like ours, so that people in our communities have wellbeing support into the future.”



**JOHN NICOLSON, MP FOR OCHIL AND SOUTH PERTHSHIRE AND SNP DCMS SPOKESPERSON**

“I'm delighted that the Wee County Men's Shed has been given this grant. I'm a great supporter of the Men's Sheds. They do such fantastic work. I know how tough lockdown has been, with so many people having to cope with social isolation. So I'm especially pleased that the money was used for IT equipment to keep the Men's Shed community in touch with one another. I look forward to visiting soon.”

\*Prior to the geographical reorganisation of the Community Programmes Trusts



# Diversity and harmony for Welsh youngsters

SHUTTERSTOCK

WALES  
TGP CYMRU

Cardiff-based TGP Cymru provides child-centred activities and advocacy to support marginalised young people in building resilience and self-esteem. Its player-funded Harmony project helps to give young refugee and asylum-seekers a sense of belonging while nurturing an understanding of diversity among locals.



The project, awarded a £19,000 People's Postcode Trust\* grant in August 2020, aims to combat discrimination by bringing together asylum seekers and refugees aged 14 to 23 with local youngsters, so that both groups can build new friendships, experience cultural diversity and learn to challenge discrimination.

"By celebrating each other's cultures and diverse interests, young people come to respect and celebrate the

benefits difference can bring to society, and how everyone should have equal, positive opportunities," explains Lee Evans, Development Manager.

During Covid restrictions, weekly group sessions took place remotely, encouraging positive discussion between young people and helping to alleviate boredom and loneliness. "A group of Kurdish teenagers enjoyed talking about their own culture and traditions. For some, being able to take part with

interpretation is helping them to learn English, which they say makes a big difference to their mental health.

"Our work with these young people offers them a sense of belonging. It shows them that people care and want to support them in learning new skills and being part of a community."

The young participants are also co-producing a multi-lingual video that will be shared with other young refugee services and youth groups to raise awareness of discrimination. "The video will form part of our awareness training for professionals and the public about challenges and barriers faced by those arriving in Wales as refugees."

Lee concludes: "Like many charities helping marginalised and vulnerable people, our project depends on grant funding. Following the pandemic, there is likely to be increased disparity in areas where those groups were already falling behind. Raising the charity lottery limit further should go some way towards meeting this growing need."



Young people from diverse backgrounds come together, thanks to TGP Cymru

\*Prior to the geographical reorganisation of the Community Programmes Trusts

NORTH ENGLAND  
**CHESTER PRIDE**

Small charity Chester Pride not only runs the city's annual Pride Festival, but also provides year-round advice, support and advocacy for the LGBT+ community across Cheshire, North Wales and Merseyside.

"While this year's Pride events are taking place online, our year-round wellbeing and support projects are a vital, growing part of our work," explains Richard Euston, Head of Charity. "In March 2020, we launched a helpline service called Just Ask, giving advice on any issue LGBT+ people might face, like mental and sexual health, domestic abuse, family relationships, workplace discrimination and hate crime."

The £20,000 Postcode Neighbourhood Trust grant awarded in December has allowed it to continue running Just Ask at a crucial time and build on it with a new 'Buddies, Befrienders and Mentors' scheme. "We've seen a surge in poor mental health and



## Taking pride in new helpline

**"I found [the Just Ask team] helpful and the time they spent checking if I was OK. It was nice having someone to support me and listen to me. The team are onto something very special with Just Ask!"**

**ANONYMOUS HELPLINE USER**

social isolation due to the pandemic, and many people need our ongoing help beyond initial helpline contact," says Richard. "This new scheme offers ongoing peer support and is an efficient way to increase our capacity."

As life returns to normal, Chester Pride is preparing to open a community café space as a base for drop-in sessions and support groups. Looking ahead, Richard hopes the charity can secure multi-year funding to expand the mentorship scheme, and provide drop-in services across Cheshire and into North Wales.

"People tell us our help has been a lifeline at a time when they've felt utterly lost," Richard stresses. "The Neighbourhood Trust grant has been fantastic in getting Just Ask going. Now we need to build on it with further funding. We hope that the charity lottery reforms will unleash more funding for smaller charities like ourselves to be truly sustainable."



Chester Pride's Richard Euston



# Growing for the community

EAST OF ENGLAND  
**BURNHAM COMMUNITY ALLOTMENT**

**B**urnham Community Allotment in the Maldon district of Essex, was formed in 2019 by like-minded locals who wanted to nurture a more caring community. The membership organisation took on an overgrown allotment plot where it could encourage growing, the sharing of skills and support, and run activities to promote well-being and sustainability.

“However, the pandemic put some of these plans on hold and instead we focused on growing produce for our local food bank, Dengie Food Pantry,” explains co-founder Alex Graybow. “Since May 2020, we’ve been providing the pantry with locally grown, organic fruit and vegetables. The food pantry

“We are grateful for everything you have donated. It’s so nice for us to be able to offer fresh veg, it really puts a smile on our clients’ faces.”

**DENGIE FOOD PANTRY**

has been delighted to be able to offer fresh produce to their clients.”

A Postcode Community Trust\* grant of £810 has paid for a new polytunnel on the organic, ‘no-dig’ allotment, as well as some new tools. “The



Organic produce and community spirit in Maldon



polytunnel means we can produce greater quantities for the food pantry year-round. The new tools mean we can have a larger number of people working on the allotment at any one time.” says Alex.

“The grant came at a crucial time as we were starting to establish ourselves as a local resource,” she continues. “We were able to publicise

this success and raise our profile locally, particularly with those interest in planting and growing.

“As life opens up, we are returning to our objectives of skill sharing, peer support and activities to alleviate isolation within the local community. The polytunnel will provide an indoor space so this work can continue whatever the weather.”

*\*Prior to the geographical reorganisation of the Community Programmes Trusts*



# Comforting spaces for bereaved families

SOUTH ENGLAND  
**OSCAR'S WISH  
FOUNDATION**

**O**scar's Wish Foundation in Worthing provides bereavement support to parents and families throughout Sussex who have lost a baby to stillbirth or neonatal death.

At the helm of this grassroots charity is its passionate founder Gemma Kybert, who herself lost a son – Oscar – to stillbirth. “The Postcode Neighbourhood Trust\* grant of £18,200 awarded at the end of 2020 has really super-charged our support services at a time it was really needed,” she explains. “Our support would normally be offered at diagnosis or in hospital, but due to the pandemic we had to take it all online.”

“So, we set up virtual support groups where parents can share their experiences, and brought in expert



SHUTTERSTOCK

“We truly cannot thank you enough for creating such a safe, well-equipped space for us to say hello and goodbye to our beautiful baby boys.” **ANONYMOUS SERVICE USER**

guest speakers. The groups have broadened our reach and gone from strength to strength. We have also enhanced this by setting up a new befriending service.”

In short, says Gemma, having salary costs covered by the grant has made it possible to dedicate extra time and effort to building a supportive online community “in a way that would not have been possible without the funding.”

Oscar's Wish also works with Brighton and Sussex University Hospitals NHS Trust to create calming, homely rooms in maternity units, where families can spend time to say goodbye to their babies. “Some of the funding has gone towards refreshing the décor and soft furnishings in one of the rooms, and to continue providing each family with

a ‘making memories’ box of resources for creating keepsakes, like a hand-and footprint kit.”

Now that life is returning to normal, Gemma plans to start up a regular family meet-up event in a child-friendly space, where families can share experiences face to face and talk to Oscar's Wish volunteers. “We'll be further building our community of peer support.”

Gemma concludes: “We're so thankful that Postcode Neighbourhood Trust believed in us. The pandemic had made our usual modes of fundraising impossible, but the grant gave us a truly transformational boost. The opportunity for charity lotteries to further increase the funds they can raise is so important to grassroots charities like ours.”



The refurbished Willow Room at the Princess Royal Hospital

\*Prior to the geographical reorganisation of the Community Programmes Trusts

WEST ENGLAND  
**THE PARKS FOUNDATION**

**T**he Parks Foundation is a devoted to enhancing the parks and green spaces in Bournemouth, Christchurch and Poole – for the benefit of local residents and biodiversity.

“Thanks to the Postcode Local Trust\* award of £4,925 awarded in December 2020, we are transforming Winton Park Recreation Ground in Bournemouth from a six-hectare green desert into an inspirational urban park that will hopefully support wildlife,” explains Anne Maton, Fundraising Manager.

“We are also bringing communities together and connecting them with nature via a range of volunteer events and educational sessions. Our long-term vision is for a park that fosters a sense a community pride – thereby reducing anti-social behaviour – and where biodiversity thrives. We are also taking the learning from our work in Winton Park and replicating aspects of it in other parks.”

As Covid restrictions eased in spring, the charity led a wildflower-sowing event at Winton Park, and started up some of its activities, including nature-based play and education sessions for under-fives and home-educated children, a Greenfingers Club for all



Volunteers and local families get stuck in at Winton Park

## Urban oasis for nature and people

“Thank you for all you are doing to help us remain sane during these crazy times. I am finding the activities a life-saver – living alone during these times is a real challenge.”

**ANONYMOUS SERVICE USER**

ages, as well as yoga, outdoor creative writing and mindful photography.

“This project of ours really is transformational for the local community and for wildlife,” adds Anne. “Without the support of Postcode Local Trust, we would have been unlikely to achieve so much in time for the easing of lockdown. We are incredibly grateful.”



**CONOR BURNS,**  
MP FOR  
BOURNEMOUTH  
WEST

“I am delighted that Winton Park Recreation Ground was awarded nearly £5,000 in funding raised by players and I congratulate Anne Maton and her team on their successful bid. Winton Rec has always been an invaluable resource for the community, and the transformation now possible thanks to this funding, with its new link to nature, will widen its appeal for local families. I very much look forward to my next visit.”

\*Prior to the geographical reorganisation of the Community Programmes Trusts





Young readers enjoy a Book Aid International Children's Corner in Mathare, Nairobi

# Big gains for larger charities

In every part of Great Britain and all around the globe, larger charities work tirelessly towards a better, fairer, more sustainable future for people and the planet. The charity lottery reforms have allowed the Postcode Trusts supporting larger charities to increase the funds they provide, as well as providing more operational flexibility.

**F**rom organisations that deliver life-saving humanitarian services in war-torn regions, to those improving awareness of the environment, climate and biodiversity, a total of 98 larger charities are currently regular beneficiaries of People's Postcode Lottery player funds distributed via 13 Long-term Partnerships Postcode Trusts.

They have applauded the certainty, flexibility and partnership approach that player support offers – and even more so during the Covid pandemic. For each and every one, an increase in this regular, unrestricted funding award is a game changer for their recovery as well as their longer-term planning, as the stories from page 22 testify. Simply put, the changes could not have come at a better time.

Without the 2020 increase in the charity lottery sales limits, it would have been a very different outlook: to avoid breaching the limit, each Postcode Trust would have seen a necessary reduction in the number of draws or in ticket prices – and therefore reduced income. Subsequently, over time, the Postcode Trusts would have been forced to shrink the regular size of award to supported charities. This would have been tough for many charities as they recover in the wake of the pandemic, while facing an ever more challenging funding landscape.

## **SIMPLIFICATION BRINGS COST SAVINGS AND TRANSPARENCY**

Along with a dramatic increase in the total funding pot available to funded charities via the Postcode Trusts, the increase in lottery limits has allowed the funding distribution model to be simplified. This has seen an end to the situation where, as well as 20 Postcode Trusts, 37 larger charities each had a gambling licence and received funds directly from lottery draws managed by People's Postcode Lottery.

Now, instead of using People's Postcode Lottery as their External Lottery Manager, all 37 of these charities receive funding from one of the 13 Long-term Partnerships Postcode Trusts. As a result, they do not require individual gambling licences in order to receive player funding, and so are making savings on the associated compliance and administration costs – savings which can go towards directly supporting their work. It also means the compliance risks are no longer left with the charities, but are now met by People's Postcode Lottery and the Postcode Trusts, who have greater expertise in those areas.

From a player perspective, the messaging is simpler too: having the same Trusts and charities benefitting from





**JO YOULE,**  
CHIEF EXECUTIVE, MISSING PEOPLE

“I was pleased and proud to be part of the important campaign led by the People’s Postcode Lottery to help create this significant reform. We knew it would make a big difference to so many charities up and down the UK, simply to enable us to do more – and so it has. And we had no idea how much it would be needed, given the the pandemic – enabling us to plan more confidently, with additional funds. Players of the People’s Postcode Lottery enable us to be a lifeline when someone disappears and for that, a huge and heartfelt thank you!”

draws every month provides greater transparency on where players’ money is going.

### **MORE DRAWS, QUARTERLY PAYMENTS AND AN EXTRA BOOST**

The 2020 reforms will provide significant, lasting change in how – and when – funds are delivered to charity beneficiaries in future.

As a result of the simplified structure and the increase in limits, each Postcode Trust can now receive a draw each month (as there are 20 draws every month). Previously, each Trust would have received only three or four draws a year before reaching the £10 million limit. The new limits make it possible for each Postcode Trust to have 12 draws a year.

With the certainty of income from a draw every month – and without the concern of breaching the previous limit – the simplified Postcode Trust structure will deliver regular quarterly payments to all beneficiaries from 2022 onwards. Replacing the previous, more complex position where funds were issued at a variety of intervals (indeed, many beneficiaries received their award annually), this marks a step change in the speed of financial support for many good causes in these challenging times.

The simplification has produced a further very welcome spin-off, namely the ability to make Extra Awards in 2021 (see overleaf).

## **Benefits at a glance**

The 2020 changes in charity lottery limits have allowed each of the Postcode Trusts to:

- › **Increase funding** to charities that receive regular, unrestricted funding
- › **Reduce administration and associated costs** as all long-term charities now receive funding from a Postcode Trust, rather than some also having their own society lottery license with draws managed by People’s Postcode Lottery as their external lottery manager
- › **Release funding to charities more regularly** throughout the year in advance, allowing them to have sufficient cashflow to handle unforeseen changes in charitable income
- › **Explore further collaboration and matched funding** with other funders and grant makers, as well as Government
- › **Open up more opportunities** for charities funded by the same Trust to work together on a specific issue or initiative. This provides real momentum to develop innovative solutions for a fairer, greener world
- › **Greater collaboration and fairness** as all charities benefit from not having to compete with one another for extra draw revenue. And all are reviewed, monitored and assessed in the same way.



Marine Conservation Society beach clean

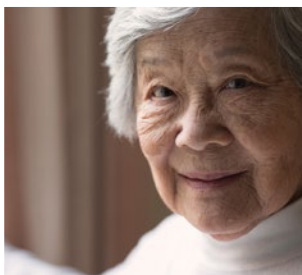
# A timely bonus: one-off Extra Awards in 2021

A hugely positive initial outcome of the restructure in trusts and draws made possible by the 2020 reforms is the significant simplification of the payment process used to distribute funds to good causes. With a vastly simplified structure of 20 Postcode Trusts, each Trust receives the charity proceeds of one draw per month from 2021 onwards, as described on page 25.

As a result of this simplification, the funding pot due to have been awarded in December 2021 (for use in 2022) can be paid out during 2021 – 61 charities will each receive a share of the total £31.05 million as Extra Awards. As charities’ stories from page 28 testify, these Extra Awards will have an immense impact in aiding post-pandemic recovery, as will the regular quarterly payments to all beneficiaries from 2022.



£31.05  
MILLION  
TOTAL EXTRA  
AWARDS TO  
61 CHARITIES



Some of the charities in receipt of Extra Awards, clockwise from top left: Afrikids, Lord's Taverners, National Trust, The Conservation Volunteers, Carers Trust, Alzheimers Society, The Silver Line. Facing page: Granparents Plus



CHARITY	EXTRA AWARD £
<b>POSTCODE ACTIVE TRUST</b>	
Cruyff Foundation	450,000
Ellen MacArthur Cancer Trust	450,000
Greenhouse Sports	450,000
Lord's Taverners	800,000
Newcastle United Foundation	450,000
Street League	800,000
Tottenham Hotspur Foundation	600,000
<b>POSTCODE ANIMAL TRUST</b>	
Battersea	700,000
Medical Detection Dogs	350,000
Riding for the Disabled Association	500,000
<b>POSTCODE CARE TRUST</b>	
Alzheimer's Society	550,000
Carers Trust	600,000
Dementia Adventure	400,000
<b>POSTCODE CHILDREN TRUST</b>	
Children 1st	750,000
Children North East	400,000
Daisy Chain	400,000
Magic Breakfast	400,000
Place2Be	400,000
Whizz-Kidz	400,000
<b>POSTCODE CULTURE TRUST</b>	
Edinburgh International Book Festival	350,000
MAC Birmingham	350,000
National Galleries of Scotland	500,000
National Museum Wales	350,000
National Museums Scotland	350,000
Science Museum Group	525,000
Sistema Scotland	350,000
V&A Museum of Design Dundee	350,000
<b>POSTCODE EARTH TRUST</b>	
Keep Britain Tidy	550,000
National Trust	725,000
National Trust for Scotland	375,000
The Conservation Volunteers	550,000
Yorkshire Dales Millennium Trust	375,000
<b>POSTCODE EDUCATION TRUST</b>	
AfriKids	425,000
Book Aid International	425,000
<b>POSTCODE GLOBAL TRUST</b>	
APOPO	750,000
Médecins Sans Frontières UK	850,000
Ndlovu Care Group	425,000
<b>POSTCODE GREEN TRUST</b>	
Royal Botanic Garden Edinburgh	375,000
Royal Botanic Gardens, Kew	375,000
The Royal Parks	750,000
<b>POSTCODE INTERNATIONAL TRUST</b>	
Action Against Hunger	425,000
CARE International	650,000
Mary's Meals	425,000

**POSTCODE JUSTICE TRUST**

Global Witness	400,000
Human Rights Watch	800,000
Liberty	450,000
Peace Direct	425,000
The Sentry	600,000
Thomson Reuters Foundation	600,000
Women for Women International	450,000

**POSTCODE PLANET TRUST**

Marine Conservation Society	500,000
Royal Zoological Society of Scotland	400,000
Wildfowl & Wetlands Trust	500,000
Zoological Society of London	400,000

**POSTCODE SUPPORT TRUST**

Grandparents Plus	300,000
Missing People	800,000
Prince of Wales's Charitable Fund	800,000
Re-engage	400,000
The Reader	600,000
The Silver Line	450,000
Volunteering Matters	750,000

<b>TOTAL</b>	<b>£31,050,000</b>
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**ESTABLISHED:** 2014 (formerly Postcode Sport Trust)

**VISION:** That anyone, anywhere can improve their health, prospects, and wellbeing through the benefits of physical activity.

We know that positive social change is achieved through sport and physical activity, and we want everyone to have access to these opportunities within their local community.

**MISSION:** To improve the health of communities by encouraging and inspiring participation in physical activity. The Trust funds charitable activities across Great Britain.

**TOTAL AWARDED TO DATE:** £15.2 million

**FUNDED CHARITIES:**

- › Cruyff Foundation
- › Greenhouse Sports
- › Newcastle United Foundation
- › Street League
- › Ellen MacArthur Cancer Trust
- › The Lord's Taverners
- › The Ramblers
- › Tottenham Hotspur Foundation

**120%**  
INCREASE IN ANNUAL  
FUNDING POST REFORMS\*

**£2.95MILLION**

**£6.5MILLION**

# A brighter future through sport

National charity **Street League** helps young people find a way out of poverty and reach their potential through the inspiring medium of sport. Additional funding raised by players of People's Postcode Lottery will help it deal with a changing funding landscape and accelerate its five-year plan to support thousands more through school and into the workplace.

**T**he charity works with young people aged 14 to 30 in some of England and Scotland's most disadvantaged communities, helping them to overcome their practical and personal barriers to employment. Sport is at the heart of its approach – giving young people a sense of self-worth and belonging, and fostering skills for life and work.

"Our activities comprise three strands," explains Managing Director Lindsey MacDonald. "Working in schools with pupils at risk of leaving without a positive destination; running sport and employability academies for unemployed young people; and

tackling in-work poverty by offering qualifications and apprenticeships."

The flexibility of long-term, unrestricted funding from players has enabled Street League to respond innovatively to young people's changing needs during the Covid pandemic, and to overcome the challenges of the changing funding landscape, says Lindsey. "It also provides financial stability for our forward planning, in particular our new five-year strategy for 2021-26.

"We know the fallout from the pandemic continues to have devastating consequences for young people's lives and futures. Over the next five years, we plan to grow our provision in schools to reach more young people, and to expand our apprenticeship opportunities into England. We aim to engage over 13,000 young people, support 8,000 young people to gain a qualification,

**"Street League makes you dream big, because they give you so many opportunities and they make you believe you can do it."**

**PAIGE, BIRMINGHAM**



Street League helps young people gain self-confidence and skills for life and work through engagement in sport



“Youth unemployment is at a record high, the Covid pandemic has deepened poverty and young people in deprived communities face heightened disadvantage. Thanks to our experience and proven impact, we can make a tangible difference to thousands of young people. The charity lottery limit being raised further will help us – like many charities – to respond to the tidal wave of need caused by the pandemic.”

**LINDSEY MACDONALD**, MANAGING DIRECTOR, STREET LEAGUE

and ultimately change 10,000 young people's lives forever by supporting them to move into work, education and training.”

Increased funding from players of People's Postcode Lottery will super-charge these strategic plans, and also gives the charity breathing space to overcome a significant projected revenue gap due to the Scottish Government Employment Fund

ending in April 2022, Lindsey explains: “We need additional funding to overcome this substantial loss of support for unemployed young Scots at a time when youth employability services have never been more needed.”

The news of an Extra Award of £800,000 could not have come at a better time, she adds: “We are over the moon – it's a welcome boost to

our financial sustainability and will help further accelerate our five-year strategy.

It will mean we can work in even more schools to ensure that young people in deprived communities have someone to fight in their corner and believe in them when hope seems in short supply.”





Kitten in the care of a PDSA vet nurse. Opposite, clockwise: PDSA vet nurse Louise with Zak; vet Hermione treating a rabbit; People's Postcode Lottery ambassador Danyl Johnson outside PDSA's new Manchester Pet Wellbeing Centre



## Innovating to help more pets

For over a century, national veterinary charity **PDSA** has been providing free and low-cost care, so that every pet has a chance at a healthy life, whatever their owner's financial circumstances. With increased funding, the charity plans to expand its digital services and resources, to reach even more people and their pets.

**F**rom health advice, vaccinations and neutering to treating life-threatening injury and illness, PDSA vets and nurses at its 48 hospitals around the UK care for over 380,000 pets every year.

Since 2013, long-term unrestricted funding from players has not only directly supported this essential veterinary service, but also helped PDSA expand its educational and preventive programmes. "These are aimed at improving basic knowledge and understanding of pet welfare among owners, school children and the public, and also give access to key preventive care in the communities where we're needed most," explains Director General Jan McLoughlin.

The pandemic saw many educational projects being paused, but of course emergency treatment continued: "We have been especially

thankful for the flexibility of funding raised by players. In 2020, it paid for all the essential operations needed by those using our free service – saving 15,000 pet lives," Jan notes. "Player support also enabled us to rapidly roll out remote consultations for non-urgent care."

With increased funding, the charity can transform its digital services and care for surging numbers of pets in need: "The news of additional funding could not have come

**“Increasing the charity lottery limits further can only be a positive thing for helping raise even more funds for good causes like ours – future-proofing flexible, predictable funding for years to come.”**

**JAN MCLOUGHLIN**, DIRECTOR GENERAL, PDSA





**ESTABLISHED:** 2013

**VISION:** 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.

**MISSION:** To educate, support and promote animal welfare and conservation, and demonstrate the enjoyment that animals bring to people's lives. The Trust funds charitable activities across Great Britain.

**TOTAL AWARDED TO DATE:** £17.8 million

**FUNDED CHARITIES:**

- › Battersea
- › Cats Protection
- › Dogs Trust
- › Guide Dogs
- › Medical Detection Dogs
- › PDSA
- › Riding for the Disabled Association

**220%**  
INCREASE IN ANNUAL FUNDING POST REFORMS\*

**£2.7**  
**MILLION**  
↓  
**£8.65**  
**MILLION**

**15,000** pet lives saved in 2020 with funding raised by players

**40%** of face-to-face emergency appointments during Covid were funded by players

**200,000+** monthly visitors to Pet Health Hub (online resource funded by players)

at a more critical time for us. It will go toward our ambitious Digital Transformation project to become a truly digital-first service, and to employ more vets – two key developments urgently needed to help us recover from the recent challenges so we can cope with the expected increase in pets eligible for our help in the wake of the pandemic,” explains Jan.

A larger amount of funding will also allow PDSA to build upon existing player-funded projects such as its Pet Health Hub – an online resource offering owners helpful, engaging content about pet health and wellbeing. “Continued funding will enable us to build on this success in 2022 to become the go-to online resource for worried pet owners.”

Jan adds: “This vital funding will also help our pet health services get back to more ‘normal’ ways of working after the pandemic, so that we can again expand the breadth of services we’re able to provide. Thanks to players, we’ll be there for pets and people in need when they have nowhere else to turn.”

“I don’t have any income right now – without PDSA we would’ve lost our cocker spaniel Ralph [who needed emergency surgery after eating a face mask]. He’s been my absolute rock through lockdown, I don’t know what we would’ve done without him.”

**JULIE VEIDMAN,**  
LIVERPOOL

\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000



**ESTABLISHED:** 2011

**VISION:** That all those living with health conditions or illness, and those who care for them, are supported to live well.

We want a world where those who require it receive information and support at the right time, delivered with care and compassion, in order to maximise their resilience, physical health and mental wellbeing.

**MISSION:** To fund and support activities that improve the health and lives of communities. The Trust funds charitable activities across Great Britain.

**TOTAL AWARDED TO DATE:** £20.5 million

**FUNDED CHARITIES:**

- › Alzheimer's Society
- › Breast Cancer Now
- › Carers Trust
- › Dementia Adventure
- › Maggie's
- › Royal National Institute of Blind People

**176%**  
INCREASE IN ANNUAL FUNDING POST REFORMS\*

**£2.9 MILLION**

**↓**  
**£8.01 MILLION**



# Transforming breast cancer support

**Breast Cancer Now** is the UK's comprehensive research and care charity, striving for a better future for those with breast cancer. Additional funding from players will allow it to meet growing demand quickly through an enhanced referrals process and expanded virtual support services. The 2020 reforms have also spared Breast Cancer Now the cost of having to obtain a second license for its own Pink Ribbon Lottery.



\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000



**W**orking towards its vision that by 2050 everyone diagnosed with breast cancer lives – and is supported to live well – Breast Cancer Now is driving progress in research. It also offers life-changing support through information, a free helpline staffed by expert nurses, peer support and group support services.

“We’re here for anyone affected by breast cancer the whole way through – from understanding the disease, to finding kinder and more effective treatments, and crucially, supporting them through the emotional and physical impact of living with and beyond breast cancer,” says Baroness Delyth Morgan, Chief Executive.

“To meet the growing appetite for accessing services online, we started digitising our face-to-face support in 2018 with funding raised by players. As a result of this move, when the pandemic forced us to pause our face-to-face support, we were able to respond quickly and repivot our services online so that we could still be there for people affected by breast cancer at this isolating time.”

In March 2020, thanks to player funding, the charity launched Moving Forward Online, a virtual course to help people adjust to life after hospital treatment, offering specialist information and the chance to connect in a safe space with others who understand. Learning from this project also helped accelerate the development and launch of additional virtual support services for younger women and those living with secondary breast cancer.

#### KAREN'S STORY

Southampton mother of two Karen was shocked to be diagnosed with breast cancer in September 2019.

“I had no idea that anything was wrong. My breast cancer was picked up by an early mammogram as part of a trial. The diagnosis was a complete shock. I tried to be positive and brave but I was very emotional.

I’ve really struggled with fatigue. I find having less energy than before very frustrating, and my work as a civil servant has been affected. My diagnosis has also affected my mental health – it’s changed me as a person. I’m not as active as before and worry about recurrence every day.

Breast Cancer Now’s Moving Forward Online course was very helpful. It has helped to reassure me that the way I feel is totally normal.”

“The long-awaited charity lottery reforms have brought us both immediate relief and the opportunity for long-term growth, which will enable us to invest in and achieve even more for people affected by breast cancer. The reforms hold the promise of benefits for charities and their beneficiaries right across the sector.

“Increased funding from Postcode Care Trust will play a significant role in helping us to make a difference for people facing breast cancer today and in the future.”

**BARONESS DELYTH MORGAN,**

CHIEF EXECUTIVE, BREAST CANCER NOW

“We know that demand for our specialist support will only continue to grow in years to come. Survival rates have doubled in the last 40 years, so more people than ever are adjusting to life after diagnosis. We estimate that almost 11,000 people in the UK could have been living with undiagnosed breast cancer at the end of 2020 due to the pandemic, which also means many more women may be coming forward over the coming months.

“Increased funding from players is vital in enabling us to meet this growing need in the most timely and effective way. In particular, we are scaling up ‘Here for You’ – a new, enhanced NHS referrals process that introduces patients to us much sooner, via a trained volunteer.” Funding raised by players enabled pilots of ‘Here for You’ in three hospitals, and this year will fund a dedicated staff member to roll it out to NHS breast care clinics across Great Britain.

“The incredible funding raised by players, awarded via Postcode Care Trust, will help us to ensure that we develop our specialist support to be fully accessible to people across all backgrounds and experiences. In particular, we will invest this award in transforming our website and online support services.”

The 2020 reforms have also brought another significant benefit. Alongside funding from players of People’s Postcode Lottery, Breast Cancer Now operates its own charity lottery draws (Pink Ribbon Lottery). “In early 2020 we were preparing to apply for a second charity gambling license as we were projected to be nearing the £10 million annual sales limit. A second license would have been expensive and time consuming,” explains Baroness Morgan. “However, thanks to the increase in annual sales limit, we no longer needed a second license, saving us this cost.”



# A space for girls to be themselves

**Girlguiding** aims to build girls' confidence, so that they can be a powerful force for good. An increase in funding raised by players will see it invest in digital and organisational transformation, as well as provide more support for volunteers and recruit new members.

**L**ong-established youth organisation Girlguiding gives a quarter of a million girls and young women across the UK a space where they can express themselves, build friendships, gain life skills and make a positive difference in their communities.

“Additional funding from players will support our long-term sustainability so that we can continue to be there for girls through virtual and face-to-face guiding; support volunteers with the new challenges they face; improve guiding for the future and campaign for change.”

**ANGELA SALT OBE**, CHIEF EXECUTIVE, GIRLGUIDING

Since 2014, funding raised by players of People's Postcode Lottery has contributed significantly towards delivering their core activities – from extreme winter camping to campaigns tackling inequality – as well as its invaluable research, such as the annual Girls' Attitudes Survey.

“As the pandemic unfolded in early 2020, the flexible funding from players was directed towards adapting our activities and developing virtual guiding events to keep our young members and volunteers engaged,” explains Chief Executive Angela Salt OBE.

This included launching Adventures at home, Girlguiding's virtual guiding offer. Those who've taken part say it's had a significantly positive impact on their mental health during the pandemic, relieving boredom and isolation, and supporting wellbeing.





"People's Postcode Lottery has also been pivotal to delivering our new organisational strategy, informed by the views of 50,000 young women, volunteers, parents and others in our community," adds Angela.

As for many charities, the pandemic placed Girlguiding under huge financial strain in 2020, with significant losses in income from its activity centres, trading and membership subscriptions, alongside rising costs. "We've also had to pause a lot of our campaigning work due to lack of funds," says Angela.

"The world as we know it has changed. As well as celebrating a return to face-to-face guiding, we plan to grow our virtual experiences to reach more girls and young women. We would like to invest more in our digital transformation and improving the effectiveness of our organisation. This includes improving diversity and inclusion, providing our volunteers with more support and further exploring new delivery models for Girlguiding."

"We would also like to launch a mental health project, grow guiding in more areas, and enable girls to deliver social action projects in their local areas. Going forward, increased funding from Postcode Children Trust will help make all these plans for the future happen."

Substantial funding raised by players, now awarded via Postcode Children Trust, will supercharge all these priorities and support Girlguiding's financial sustainability, plus fund some specific projects: repairing the damaged roof of Waddow Hall – the 17th-century, listed manor house that is its national activity centre in Lancashire – and launching a recruitment campaign for Rainbows and Brownies, with the aim of signing up at least 10,000 new members.

**"I have loved just having a laugh with my leaders and friends we are having amazing meetings and it has just made us all smile."** GIRL AGED 11-14

Girlguiding's Rainbows, Brownies, Guides and Rangers groups provide fun, friendship and new experiences for different ages



**ESTABLISHED:** 2013

**VISION:** That every child and young person, regardless of their starting point, background or experiences, feels loved, safe, respected and enabled to thrive into adulthood.

We want a world where the voice and rights of the child are at the centre of their journey, and support is offered early to children, young people and families who need it, free from judgement or stigma.

**MISSION:** To inspire and support children and young people to make the most of their lives and opportunities within their communities. The Trust funds charitable activities across Great Britain.

**TOTAL AWARDED TO DATE:** £17.5 million

**FUNDED CHARITIES:**

- › Barnardo's
- › Children 1st
- › Children North East
- › Daisy Chain
- › Girlguiding
- › Magic Breakfast
- › NSPCC
- › Place2Be
- › Whizz-Kidz
- › Young Lives vs Cancer

**369%** increase in annual funding post reforms\*

**£2.75** MILLION

**£12.89** MILLION

\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000



**ESTABLISHED:** 2012

**VISION:** For science, music, arts and culture to represent every citizen of the world, with access and opportunity for all.

We believe in preserving and celebrating art, culture and heritage, while providing outreach and education opportunities to enrich lives and create cohesive communities.

**MISSION:** To inspire learning, understanding and appreciation of science, music, arts and culture. The Trust funds charitable activities across Great Britain.

**TOTAL AWARDED TO DATE:**  
£20 million

**FUNDED CHARITIES:**

- › Edinburgh International Book Festival
- › Midlands Arts Centre (MAC)
- › National Galleries of Scotland
- › National Museum Wales (Amgueddfa Cymru)
- › National Museums Scotland
- › Science Museum Group
- › Sistema Scotland
- › V&A Museum of Design Dundee
- › Youth Music

**116%**  
INCREASE IN ANNUAL FUNDING POST REFORMS\*

**£2.6MILLION**

**£5.63MILLION**



# Arts for all

Birmingham’s hugely popular **Midlands Arts Centre (MAC)** is home to a range of inclusive, accessible arts events, creative courses and activities. An uplift in funds raised by players of People’s Postcode Lottery will see it focus on consulting and collaborating with its most vulnerable users.

“Funding raised by players sustains our extensive community arts programme for the city’s residents, particularly those from BAME and disabled backgrounds, as well as older folk and young people from challenging circumstances,” explains Deborah Kermode, Chief Executive and Artistic Director.

“We focus on co-creation, bringing together artists and communities. The aim of our programme is to empower people to take part in creative activities, reducing loneliness, improving wellbeing and fostering social cohesion. We strive to break down barriers and provide a safe, welcoming space for participation.

\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000





**28%** of MAC visitors are ethnically and culturally diverse

**18%** identify as having a disability

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**1 in 5** are from lower socio-economic backgrounds

KATE GREEN

“It’s been so fun to be here, I love playing the drums and making music with my friends. It makes me feel so happy.”

YOUNG PARTICIPANT, MAC MAKES MUSIC



The Big Draw, October 2019

WILL PACE

“Our regular funding from Postcode Culture Trust has significant benefits. Being unrestricted, it allows our Trustees to react rapidly to changing needs and being regular, it supports longer-term strategic planning. We also benefit from advice and networking, which builds greater resilience across the charitable sector.”

MAC anticipates increased demand for its services as the mental health fall-out of the Covid crisis continues to be felt, and is bouncing back from the pandemic with vigour and ambition. “2021 is a transitional year as we reopen our services and begin to welcome people back into our venue. Our priorities include restarting our volunteer programme and creative holiday camps for children and young people, and upskilling our workforce,” says Deborah.

“[The activity] was informative and shows a level of confidence in what we all can do as we advance in age. Age is not a restriction to what you want to accomplish.”

PARTICIPANT, CELEBRATING AGE ACTIVITY

**£350,000  
EXTRA  
AWARD**

In all of this, an uplift in funding from Postcode Culture Trust will “ensure we can consult and collaborate with the most vulnerable communities we serve – specifically elderly and disabled people, young people and families – so that we can make better informed decisions.

“We’ll also invest in greater digital resources through 2021-23, applying learning from the success of our online activities during lockdown and engaging wider audiences with programme highlights that promote positive wellbeing and the voices of under-represented groups.”

As part of the Extra Awards made possible by the charity lottery reforms, MAC is receiving a bonus £350,000 in funding. “This provides an additional boost for our three focus areas influenced by the Covid crisis: promoting wellbeing through creative activities; fostering diversity and inclusion through mentoring for young black creatives and access plans for disabled artists; and planning a Year of Environment for 2023, which will examine our complex relationship with the natural world, both locally and globally.”



Talking about food production at The Ellen MacArthur Foundation's Virtual Summit 2021

# Leading the shift to a circular economy

The **Ellen MacArthur Foundation** (EMF), founded by the former record-breaking sailor, is a UK-based charity, committed to the creation of a circular economy. Thanks to the 2020 reforms, it no longer needs to incur the cost of having its own society lottery, while increased funding from players via Postcode Earth Trust will help it super-charge the scale and pace of change across industries.

**A** circular economy goes beyond simply treating the symptoms of the current 'take-make-waste', linear economy. It is a bigger idea that tackles the root causes of many global challenges, including climate change, biodiversity loss, waste and pollution. e-make-dispose, linear economy.

"There has to be a better way. Our mission is to accelerate the shift to a circular model which eliminates waste, keeps materials in use and regenerates natural systems,"

explains Jon Ely, Philanthropy Lead at EMF. "We're doing this in two ways: firstly, by developing and promoting the concept of a circular economy; and secondly, by demonstrating how best to apply it in different industries.

Funds raised by players of People's Postcode Lottery been "catalytic" in EMF's growth, says Jon, and it has benefited from the funder's partnership approach, flexibility and willingness to fund new ideas.

"With player funding, we have created demonstrators to show how the circular economy concept can be scaled up within familiar industries like plastics and fashion. Over 20% of the global plastics industry (by volume) is now committed to a circular vision – that's over 1,000 businesses, governments and NGOs. And while the public and the fashion companies now recognise the societal and environmental impacts of the industry, individual organisations can't change this alone. But collectively, with a common vision, they can."

The circular economy concept becoming better known, so now is a crucial time, says Jon. "The pandemic has heightened people's awareness of how fragile current economic approaches are. The transition to a



circular economy needs to accelerate and reach scale in order to address key global challenges such as climate change and biodiversity loss. This is the time for us to push harder – but clearly this requires more funding.”

Increased funding as a result of the reforms will boost EMF's ambition to accelerate the transition to a circular economy. “Being able to look ahead at the future with the certainty of substantial funding makes a huge difference in the way we can plan to deliver our systems change agenda, which requires a long-term commitment and approach.”

Currently EMF is building the agenda to demonstrate how the circular economy can help address climate change and biodiversity loss. Food is an important element of this. “Again, it’s a hugely extractive, linear system and there are massive opportunities in adopting regenerative and restorative circular approaches.”

During the pandemic, the flexible funding from players also allowed EMF to invest heavily in digital technology for virtual delivery of its events – like its annual Summit – to a network of over 2,000 organisations and businesses.

On a practical level, the charity lottery reforms mean EMF no longer needs its own society lottery – saving it time, effort and cost. “People’s Postcode Lottery is the expert operator, and we’re best focusing on our area of expertise.

“We’re truly grateful for the generosity of players. The substantial funds awarded in 2021 via Postcode Earth Trust will aid our mission to accelerate the transition to a circular economy in a number of ways: by linking it with the biodiversity and climate crisis agendas; by allowing us to invest internally in systems for delivering impact; and to explore how culture and the arts can support our storytelling, so that we can engage with new and existing audiences in exciting ways.”

“One year on from the lottery reform, it is fantastic to see the significant positive benefit the changes have made in a relatively short time. The difference this has made, and is making to The Ellen MacArthur Foundation is apparent across our work, and will make an immeasurable difference to achieving our mission.”

**DAME ELLEN MACARTHUR, FOUNDER,  
ELLEN MACARTHUR FOUNDATION**



**ESTABLISHED:** 2015

**VISION:** For a world where the vital connections between people, place and planet are part of everyday life and accessible to all.

People and communities will experience the full richness and life-enhancing connections with nature through land, place and space by positive engagement with cultural, historic and biodiverse assets.

**MISSION:** To support appreciation of the natural, creative and built environment through activities that promote awareness and understanding. The Trust funds charitable activities across Great Britain and internationally.

**TOTAL AWARDED TO DATE:**  
£13.8 million

**FUNDED CHARITIES:**

- › Canal & River Trust
- › ClientEarth
- › Ellen MacArthur Foundation
- › Friends of the Earth
- › Greenpeace
- › Keep Britain Tidy
- › National Trust
- › National Trust for Scotland
- › The Conservation Volunteers
- › Yorkshire Dales Millennium Trust

**288%** increase in annual funding post reforms\*

**£2.75 MILLION**

**£10.66 MILLION**

\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000



**ESTABLISHED:** 2016 (formerly Postcode Equality Trust)

**VISION:** For all children to have access to inclusive and equitable quality education, and governments and local actors promote sustainable, lifelong, learning opportunities for all.

**MISSION:** To provide education, particularly in emergency situations. The Trust funds charitable activities across Great Britain and internationally.

**TOTAL AWARDED TO DATE:** £9.46 million

**FUNDED CHARITIES:**

- › AfriKids
- › Book Aid International
- › Save the Children
- › Theirworld
- › Unicef
- › War Child

**259%**  
INCREASE IN ANNUAL FUNDING POST REFORMS\*

**£2.95 MILLION**

**£10.6 MILLION**

# Books for a bright future

For over 60 years, **Book Aid International** (BAI) has been working for a world where everyone can access books to enrich, improve and change their lives. With greater funding from Postcode Education Trust, it would be able to scale up plans to expand its work in more countries, particularly with displaced populations.

Every year, BAI sends around one million carefully selected books to libraries, schools, colleges, refugee camps and other settings in parts of the world where reading can be life-changing but books are scarce.

“Thanks to funding raised by players, we doubled the number of books sent in recent years – from 560,000 in 2013 to around 1.2 million in 2019,” says Chief Executive Alison Tweed. “We’ve also doubled the number of countries we send to – from 13 countries to 26.

“In particular, player funding has been pivotal for our Inspiring Readers programme in Kenya, Sierra Leone, Malawi and Zimbabwe. This initiative creates school library cupboards and equips teachers and local librarians to help children improve their reading skills. In 2021 we will reach our target of supporting 250,000 primary school children this way.”

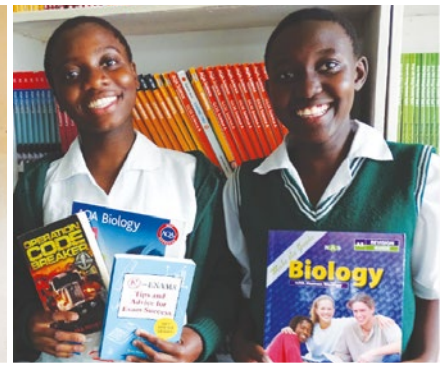
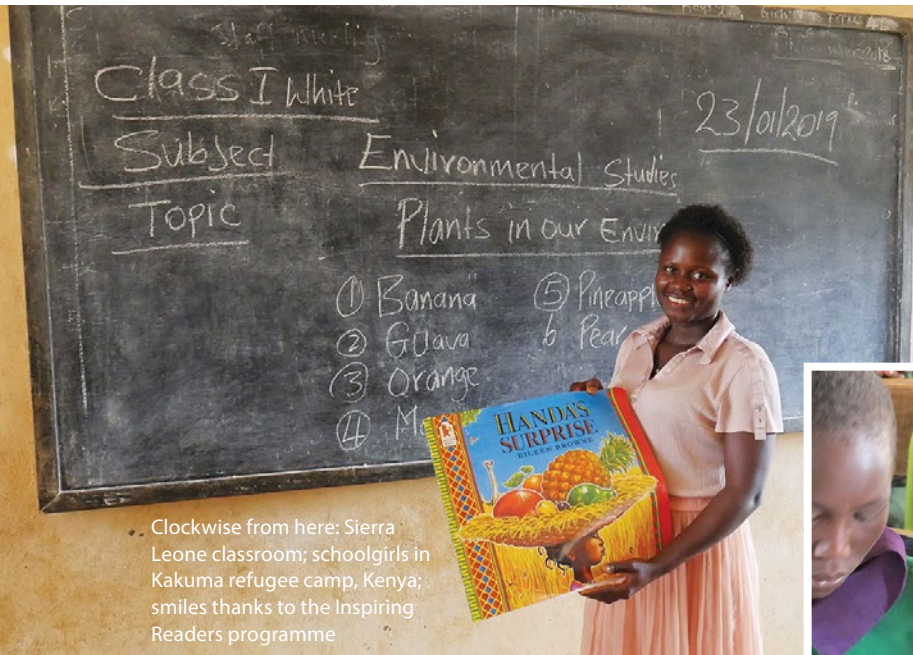
Opening the first shipping container library in Rwanda

Unrestricted funding from players has allowed the charity and its partners to come up with innovative ways to bring



\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000





Clockwise from here: Sierra Leone classroom; schoolgirls in Kakuma refugee camp, Kenya; smiles thanks to the Inspiring Readers programme

“Our association with People’s Postcode Lottery has enabled us not just to put books into the hands of needy people – young and old – but to be innovative and enterprising in the way we do that. Players make it possible for us to reach people in the most challenging of circumstances.”

**LORD PAUL BOATENG**, BOOK AID INTERNATIONAL CHAIR AND LABOUR PEER

books to marginalised communities – like mobile and container libraries. “In 2019 we transformed a 40-foot shipping container into a thriving community library in downtown Gasave, Rwanda – the first site for this new model of support,” says Alison. And in 2020, BAI supported a new mobile library created by Afrikids in northern Ghana.

Alison is clear: “The scale, long-term nature and flexibility of player funding has been truly transformational in helping us reach more people with books, and in building the capacity of local partners, schools and libraries to help their communities read.”

In the wake of the pandemic, BAI is expanding its work in refugee camps, she explains: “The economic fallout of the pandemic is causing more displacement, and so greater pressure on refugee services, including education. We plan to expand our support for displaced people in East Africa and partner with a wider variety of education partners

£425,000  
**EXTRA  
AWARD**

– particularly those helping girls, rural populations and street children. We’d also like to grow partnerships in the Middle East – a relatively new region for us.”

Increased funding from players as a result of the reforms would help BAI to fast-track and scale up these and other initiatives in more countries, Alison says. “In short, it would mean we could work with even more partners, and so help millions more children and adults to discover the life-changing power and joy of reading. It could also give us the resources to boost our operational capacity.”

“And thanks to the welcome Extra Award of £425,000, we can now accelerate planned programmes, such as those to improve reading skills in primary schools in Malawi and Uganda. We can resume work in Nigeria, upscale our work in Somaliland and increase our digital capability to grow our supporter base.”

“Being a girl and a refugee is challenging. We face safety issues, like assault. My dream is to leave the camp... and no longer be a refugee. I am going to achieve this through books. I have read about women who have succeeded. I believe I can succeed too.”

**YVONNE**, STUDENT IN KAKUMA REFUGEE CAMP, KENYA

# Saving lives in crisis hotspots

International medical humanitarian charity **Médecins Sans Frontières** (MSF) delivers life-saving healthcare and humanitarian aid in places affected by conflict, natural disaster or long-term crisis. Increased player funding will support innovation and a rapid response to emergencies.



Parents checking on their newborn daughter Waad, born at the MSF Mother and Child hospital (inset) in Taiz Houban, Yemen

MOHAMMED ALMAHDI/MSF

## MSF HEALTHCARE YEAR IN NUMBERS (2020)

**±70** countries

**9.9 MILLION+** outpatient consultations

**2.6 MILLION+** malaria cases treated

**1 MILLION+** emergency room admissions

**395,000** families received relief items

**306,800** births assisted

**29,300** people treated for sexual violence

People's Postcode Lottery has long been one of MSF UK's largest funders. Since 2014, nearly £4.5 million in player funding has enabled it to treat victims of emergencies and the world's forgotten crises in places like Yemen, South Sudan and Bangladesh.

"In 2020, funds raised by players proved more crucial than ever as Covid grew into a global health emergency," says Vickie Hawkins, MSF UK Executive Director. "The financial independence and flexibility of the funding meant we could quickly adapt our services in countries we already work in, and set up projects in new countries as they became pandemic hotspots.

"It also helped us to maintain continuity of care for vulnerable

people in the places we've worked in for some time." Places like war-torn Yemen, where MSF has had a constant presence since 2007 and is one of the only healthcare providers with teams on both sides of the frontline. "Player funding is essential in allowing us to be independent, impartial and neutral here," explains Vickie.

The Yemeni city of Taiz is divided by an active frontline. Locals are often caught in the cross-fire and suburbs like Taiz Houban are cut off from hospitals. "Sick children and women with complications in labour often reach medical care too late to be saved."

In 2015, to tackle this dire need, MSF converted an intended hotel building in Taiz Houban into a 130-bed Mother and Child Hospital



and Trauma Centre, providing free maternity and paediatric care – including malnutrition treatment – and stabilising war-wounded patients before transfer to another hospital.

“The hospital is extremely busy – the number of babies delivered there more than doubled between 2016 and 2019. Families often make long, difficult journeys from remote villages to reach it – for many it really is the

conference table and an obstetrics kit the size of a two-drawer filing cabinet.”

The Extra Award of £850,000 gives the charity capacity respond to constantly changing situations and often-forgotten crises, like Cabo Delgado in Mozambique and the measles outbreak in Democratic Republic of Congo, says Vickie.

“With an increase in funding raised by players, we can keep responding to some of the worlds’ most challenging humanitarian crises, as well as respond even more rapidly to unfolding emergencies. Extra unrestricted funds will also help MSF to remain innovative.”

**VICKIE HAWKINS**, EXECUTIVE DIRECTOR, MSF UK

difference between life and death. We are especially grateful for an extra award of £250,000 towards our work there in 2020.

“The benefit of unrestricted, flexible funding raised by players is that we can direct it where it’s needed the most. This coming year, priorities include basic healthcare for Rohingya refugees in Bangladesh, and Syrian and Palestinian refugees in Lebanon; maternity care in the Central African Republic and healthcare for South Sudanese refugees in Ethiopia.

“Flexible funds also allow us to respond even more rapidly to unfolding emergencies of all kinds, with no need to fundraise before getting teams on the ground. And it means we can keep innovating. Take the pre-packaged disaster kits we’ve developed and keep ready to deploy – a surgical theatre the size of a small

“The pandemic has brought huge challenges to some of the world’s most vulnerable populations. We know from decades of experience in other outbreaks that the ripple effect on the rest of the health system can be just as – if not more – devastating than the disease itself, and so we will continue to balance our response with other urgent health needs.”

£850,000  
**EXTRA  
AWARD**



Midwife Sia examines expectant mother Baidu at a mobile clinic in Sierra Leone



**ESTABLISHED:** 2013

**VISION:** For all people of all ages to have safe, healthy and fulfilled lives with access to high-quality healthcare, water, hygiene and sanitation services.

**MISSION:** To support charities that save lives and improve health care systems. The Trust funds charitable activities across Great Britain and internationally.

**TOTAL AWARDED TO DATE:** £16.09 million

**FUNDED CHARITIES:**

- › APOPO
- › Médecins Sans Frontières UK
- › Ndlovu Care Group
- › Sightsavers
- › WaterAid

**193%**  
INCREASE IN ANNUAL FUNDING POST REFORMS\*

**£2.4MILLION**  
↓  
**£7.04MILLION**

\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000





**ESTABLISHED:** 2011

**VISION:** Of a future rich in wildlife, nature and biodiverse habitats where communities are empowered to participate in conservation.

The Trust will help to reverse the decline of nature by restoring lost or degraded habitats and by enabling people and communities to experience the full benefits of a healthy environment.

**MISSION:** To promote conservation and protection of wildlife and habitats by encouraging enjoyment and promoting access to the outdoors. The Trust funds charitable activities across Great Britain and internationally.

**TOTAL AWARDED TO DATE:**  
£20.24 million

**FUNDED CHARITIES:**

- › Fauna & Flora International
- › Royal Botanic Garden Edinburgh
- › Royal Botanic Gardens, Kew
- › The Royal Parks
- › Woodland Trust

**118%**  
INCREASE IN ANNUAL FUNDING POST REFORMS\*

**£2.3 MILLION**  
↓  
**£5.02 MILLION**

Bushy Park;  
discovering invertebrates at Royal Parks' events;  
dark green fritillary butterfly

Facing page: Stag beetle



**£750,000 EXTRA AWARD**



“The Mission: Invertebrate project has benefited so many disabled children. It has enabled us to develop and deliver tailored education workshops for children in Special Educational Needs (SEN) schools.”

**THE HOLLY LODGE CENTRE**

\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000



# Boosting biodiversity in London's parks

The capital's best loved green spaces are in the hands of **The Royal Parks**. Additional funds raised by players will bolster its work to enhance their biodiversity, especially invertebrate life, as well as inspire more visitors from under-represented backgrounds to reconnect with nature.

**T**he fairly new charity cares for 5,000 acres of scenic and diverse parkland – including the eight historic royal parks – to ensure they remain enjoyable, but are also rich in biodiversity and an educational asset.

“For the past five years, and thanks wholly to the invaluable funding from players of People's Postcode Lottery, we have run a conservation project called Mission: Invertebrate,” says Loyd Grossman CBE, the charity's chairman. “The aim is to help mini-beasts like bees, butterflies, beetles, worms, slugs and snails to thrive in London's parks. As pollinators, recyclers, pest controllers and food sources, invertebrates underpin ecosystems and support all life.”

Recently, player funding has been used to enhance invertebrate habitats by restoring eight ponds in Richmond Park, planting native hedgerow species in Green Park and Hyde Park, and improving wildflower meadows across all parks. Staff are also studying invertebrate populations in the parks. “For example, with a combination of citizen science and scientific surveys, we now know more about how yellow meadow ants and their anthills help maintain Richmond Park's rare acid grasslands,” explains Peter Lawrence, Biodiversity Manager.

Alongside improving and studying the parks' minibeast habitats, the project has given thousands of children and adults the chance to learn about them and take part in fun, educational conservation activities. During the pandemic, many activities were rapidly taken online, thanks to player funding. “We had over 3,000 people tuning in to live talks and craft sessions.”

With greater funding from Postcode Green Trust, the charity plans to grow its learning and engagement programmes,

with a focus on reaching under-represented and BAME communities from disadvantaged local areas through volunteering and skills-sharing.

“We also plan to expand our citizen science activities, fostering a connection with nature whilst providing valuable data on biodiversity and the impacts of climate change in an urban setting,” says Peter. “And to make our greenspaces more resilient in the face of climate change, we plan to re-naturalise more areas of our parks.”

In the meantime, a welcome £750,000 Extra Award resulting from the reforms will help restore areas in Richmond and Bushy Parks where increased footfall during the pandemic has caused severe erosion. “We're rerouting paths, protecting highly sensitive areas, restoring grasslands, planting trees and hedges, and enhancing wetland habitats. All this is accompanied by visitor communications to ensure our visitors understand what we're doing and why.”

Peter concludes: “Funding raised by players has been instrumental in shaping our future as a new charity. It has enabled us to focus on biodiversity – helping to make the parks more sustainable and resilient in the face of climate change and biodiversity decline – as well as reach millions of children and adults with our mission.”



“The commitment of Postcode Green Trust to supporting London's invertebrates makes a real difference to the future of these amazing creatures and their habitats. It means we can protect and enhance our biodiverse parkland for the permanent benefit of the nation, so that visitors can enjoy free access to exceptional public green spaces in the heart of a world-leading city.”

**LOYD GROSSMAN CBE**, CHAIRMAN, THE ROYAL PARKS

# A louder voice against hunger

£425,000  
EXTRA  
AWARD

For over 40 years, **Action Against Hunger** has been combating life-threatening malnutrition in some of the world's most remote places. With increased funding raised by players, it will expand innovative frontline health services and supercharge its storytelling to become an even more powerful advocate for action.

**A**fter decades of decline, global hunger is on the rise again due to conflict, climate change and lately, the Covid crisis. In countries like Tanzania, poverty is growing and malnutrition is rife, affecting an estimated 450,000 children.

"Thanks to players of People's Postcode Lottery, we are pioneering better, smarter ways to deal with hunger in places like Mpwapwa in the Dodoma region of Tanzania," explains Jean-Michel Grand, Chief Executive.

"Last year, funds raised by players enabled us to train around 2,800 mothers and carers there to spot the early signs of malnutrition in their own children, and to support local health workers in not only treating, but also preventing life-threatening hunger."

Beyond innovative ways to tackle malnutrition on the ground, the charity's ambition is to amplify the voices of those it helps, telling

**"The [Action Against Hunger] education is having a positive impact on this area. Those parents who have received support [for malnutrition] have not needed to return to the dispensary. Their children are getting healthier."**

**WINIFRED, NURSE IN MPWAPWA**

stories of positive outcomes from the perspective of communities and families.

With increased funding from Postcode International Trust, it will continue to provide equipment and training to local storytellers, thereby expanding communications capacity in the countries it works in. "For 2021, our focus country is Yemen, where trainee Nada Alsaqaf is collecting stories, photography and video content for our fundraising campaign.

"All in all, with increased support from players of People's Postcode Lottery, we will invest in our capabilities to engage, inspire and recruit new supporters, helping to diversify our fundraising base." With the UK Government proposing to slash its international aid budget and the Covid crisis having affected the charity's financial security, this diversification is mission critical in strengthening the organisation's financial resilience and sustainability, says Jean-Michel.

An Extra Award of £425,000 resulting from the reforms is a welcome boost to its radical plans to retool for the future: "The Covid crisis challenged us to adapt. In response, we have developed a three-phase plan to act, recover and retool.

"The Extra Award from players is supporting our 'retooling' phase: diversifying our model of funding and building new projects and partnerships – from digital solutions to prevent and predict malnutrition, to increasing local community participation and empowerment in our work."





**MARIAM AND SAMSON**

In rural Mpwapwa, Tanzania, mothers like Mariam do their best to feed their children, but often rely on foods that lack vital nutrients. Though Mariam fed her son Samson porridge, he was weak and ill. "I didn't know about the role nutrients played in making my child healthy. I think that is one of the reasons my son suffered."

Action Against Hunger's cooking demonstrations give mothers practical skills on meal planning, preparation, and feeding of young children. These small, achievable changes mean more children have the varied diets they need. "This programme has opened our eyes and taught us how we can provide a balanced diet," says Miriam. "The food our children need is all around us."



**ESTABLISHED:** 2014

**VISION:** Of a world where no one lives in poverty. We will work towards achieving universal food security and improved nutrition and ensure that people in vulnerable situations have access to adequate support and protection to achieve sustainable livelihoods.

**MISSION:** To support the creation of sustainable solutions that alleviate poverty, hunger, and enable food security. The Trust funds international charitable activities.

**TOTAL AWARDED TO DATE:**  
£15.3 million

**FUNDED CHARITIES:**

- › Action Against Hunger
- › ActionAid
- › British Red Cross
- › CARE International UK
- › Mary's Meals
- › Oxfam GB

**258%**  
INCREASE IN ANNUAL  
FUNDING POST REFORMS\*

**£2.55 MILLION**

**£9.13 MILLION**

**52  
MILLION**  
under-fives in the  
world battling  
malnutrition

**ONE  
CHILD**  
every 13 seconds  
killed by hunger

\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000



**ESTABLISHED:** 2016

**VISION:** For a more equal and resilient society that benefits people and planet, achieved by innovative solutions to society's most intractable problems.

**MISSION:** To support innovation for social good, through a range of funding programmes focusing on social entrepreneurship, systems change and collaboration.

**TOTAL AWARDED TO DATE:**  
£8.6 million

The 2020 charity lottery reforms and subsequent restructure have allowed for the annual Dream Fund (previously awarded from Postcode Dream Trust) to be brought into Postcode Innovation Trust (PIT).

For over ten years, Dream Fund has challenged ambitious UK charities to think big, and bring a dream project to life in partnership with other organisations, while PIT had previously focused mainly on providing social investment funding and support for social enterprises. Including Dream Fund in its portfolio builds on a natural synergy in funding innovative solutions to complex issues.

PIT now operates three programmes:

- Social Investment Programme
- Social Enterprise Support Programme
- Postcode Dream Fund (for 2021, Dream Fund became Postcode Recovery Fund).

**93%** increase in annual funding post reforms\*

**£3.6 MILLION**

**£6.96 MILLION**

# A safe place for LGBTQI refugees

Social enterprise **Micro Rainbow** supports LGBTQI asylum seekers and refugees through a holistic approach including housing, economic empowerment and social inclusion. It opened one of its first safe houses thanks to a £250,000 award from Postcode Innovation Trust's Social Investment Programme.

"There are more than 70 countries in which being LGBTQI is not safe, or is in fact criminalised," explains founder and Chief Executive Sebastian Rocca. "When people come to the UK to seek safety, they are often housed with other asylum seekers from the very same homo-transphobic countries they fled from. As a result, many experience violence and abuse and have no option but to become homeless."

A Micro Rainbow safe house not only provides a haven away from violence and abuse for vulnerable and homeless to LGBTQI migrants. It also offers a supportive community and a stepping-stone to integration for people who are often very isolated.

The four-bed house opened with Innovation Trust funding was one of Micro Rainbow's first. It now has 13 safe houses across the UK, offering almost 20,000 bed-nights a year. The organisation plans to replicate this model further, and ultimately hopes to eradicate homelessness among LGBTQI asylum seekers and refugees in the UK."

"Postcode Innovation Trust was a pioneer funder for this project, helping us to attract additional funding," explains Sebastian. "Its early support helped us build a solid track record and created greater confidence with other funders, who later decided to fund the project."

With greater funding, the organisation could not only scale up faster and open more safe houses, says Sebastian, but also further develop other holistic services, like its moving on and employability scheme for those granted asylum.

"Our work shows how far charity lottery funding can go: from taking LGBTQI migrants off the streets, preventing abuse and even suicide, to giving them safe housing and opportunities for friendships and integration. This is a win-win situation for everyone: our service users, the authorities and the wider community."





# Strength to fly

Many refugees and asylum seekers arriving in the UK are survivors of serious violence, abuse or exploitation. The **Helen Bamber Foundation** (HBF) provides expert support so that they can build positive new lives. Increased player funding will see it focus on preventing vulnerable survivors being re-trafficked on UK soil. The 2020 reforms have also spared the charity the hassle of creating its own separate society lottery.

**"T**he survivors of trafficking and torture we help often have complex post-traumatic stress disorder, leaving them vulnerable to continued exploitation here," explains Chief Executive Kerry Smith. "Thanks to funding raised by players, we provide them with a holistic, personalised care package to keep them safe and help them move on as free, empowered people with the strength to fly." This suite of support includes trauma therapy and medical help; legal, housing and welfare advice, and help with integrating into the community.

Player funding also means HBF can innovate in the way it assists vulnerable survivors. To this end has recently joined forces with specialist legal charity Asylum Aid, which protects survivors from persecution and harm by ensuring they are recognised as refugees and are safe.

"Increased funding from Postcode Justice Trust would allow us not only to support an ever-growing client base, but also build on this new partnership with Asylum Aid, helping unaccompanied children and victims of gender-based violence," explains Kerry. "With increased funds, we also hope to extend the influence of our expert voice to change policy and

best practice, creating a fairer system for all survivors.

"Looking to the future, our focus is to end the re-trafficking and exploitation of vulnerable survivors. We know what works – our model could stop re-trafficking in the UK and change practice globally. Increased funding from players will boost this new campaign. It will mean that, not only are survivors supported better, but they are not forced back into exploitation because of lack of understanding and poor care practices."

The 2020 charity lottery reforms have also spared HBF the financial and administrative burden of creating a separate society lottery to boost its unrestricted funds – something it had been looking into with other smaller charities, says Kerry.

"Our journey to grow our impact, extend our remit and use our influence to make wider policy and best practice changes has been an ambition shared by People's Postcode Lottery. With greater player support, we'll not only help directly change the lives of more clients, but also improve the outlook for thousands of victims of torture and trafficking across the UK and internationally."



**ESTABLISHED:** 2013 (formerly Postcode Heroes Trust)

**VISION:** For a peaceful and just society, defending and upholding the rights of humans, wildlife and our planet.

**MISSION:** To improve lives by delivering justice, human rights and equality. The Trust funds charitable activities across Great Britain and internationally.

**TOTAL AWARDED TO DATE:** £17.48 million

**FUNDED CHARITIES:**

- › Amnesty International
- › Global Witness
- › Human Rights Watch
- › Liberty
- › Peace Direct
- › Plan UK
- › The Sentry
- › Thomson Reuters Foundation
- › Women for Women International

**236%**  
INCREASE IN ANNUAL FUNDING POST REFORMS\*

**£2.65 MILLION**

**£8.9 MILLION**



SHUTTERSTOCK

\*Comparing Trust funding available in 2021 (at new limit) with that in 2020 (at pre-reform limit). Amounts rounded to the nearest £10,000



**ESTABLISHED:** 2014

**VISION:** Of a world where the abundance and diversity of nature is well protected and being actively restored in ecosystems across the planet. Wild plants and animals and their habitats are safe from harm and are thriving once again. Communities and indigenous peoples are fully included in decision-making with free, prior and informed consent, and are benefitting from nature's recovery.

**MISSION:** To support the environment and the enjoyment of nature. The Trust funds charitable activities across Great Britain and internationally.

**TOTAL AWARDED TO DATE:**  
£17.6 million

**FUNDED CHARITIES:**

- › African Parks
- › Marine Conservation Society
- › The Royal Zoological Society of Scotland
- › The Wildlife Trusts
- › Wildfowl & Wetlands Trust
- › WWF UK
- › Zoological Society of London

**207%**  
INCREASE IN ANNUAL  
FUNDING POST REFORMS\*

**£2.55 MILLION**

**£7.83 MILLION**

# Healthier seas, healthier minds

**Marine Conservation Society** has been working to conserve the UK's seas and coastlines for nearly 40 years, and is now turning its focus to 'blue health' and the pressing goal of ocean recovery. Additional funds raised by players will help it grow these new areas of work, as well as boost its organisational resilience.



BILLY BARRACLOUGH

**“I feel deeply connected to the ocean. It provides comfort and perspective, and allows me to connect back to myself and Mother Earth”**

**NATALIE STANTON,**  
MARINE CONSERVATION  
SOCIETY VOLUNTEER

**“T**he long-term, flexible, unrestricted funding from players is vitally important to us in delivering our cause: healthy seas rich in marine life and clean beaches for all to enjoy,” explains Sandy Luk, Chief Executive.

In particular, funds have supported huge growth in its Beachwatch citizen science programme, which includes the flagship Great British Beach Clean (GBBC) in September each year. This high-profile, mass participation event unites thousands of people nationwide and is the largest source of data on British beach litter.

Beach cleans mean not only cleaner coasts, but also benefit the mental health and wellbeing of those taking part: University of Surrey research with beach clean participants over the last five years showed improved mood and a reduction in loneliness.

“With health and wellbeing high on the agenda as we emerge from Covid, our revised strategy places a strong focus on ‘blue health’ – the role of seas and waters in supporting mental health,” says Sandy. “Citizen science also will play a key part in the future of our organisation and marine conservation as a whole – as a tool for engagement, inspiration, partnership working and generating data, from which we can drive positive change.”

For Marine Conservation Society as an organisation, player funding has provided certainty during the Covid crisis. “A £100,000



award from the Emergency Covid Fund in 2020 was critical in supporting us through a turbulent year, when many funding streams contracted. It also helped us to adapt the GBBC in line with restrictions and to keep our many thousands of supporters engaged with our work."

A strategy review in 2020 saw Marine Conservation Society set itself a new clear and urgent overall goal: ocean recovery – "not just to conserve what is left in our ocean, but to proactively recover what should live there. We know the ocean has an incredible ability to recover when given the chance."

An Extra Award of £500,000 in 2021 provides the charity with a welcome boost for several exciting key aspects of its future plan: developing an inclusive, national citizen science programme; building a greater understanding of the connection between the ocean and human health and wellbeing; expanding its work on 'blue carbon' (the role of healthy seas



KEV GREGORY

**£500,000  
EXTRA  
AWARD**

**122 TONNES** OF LITTER COLLECTED DURING **6,800 BEACH CLEANS** BY **100,000 VOLUNTEERS** SINCE 2103, WHEN PEOPLE'S POSTCODE LOTTERY SUPPORT BEGAN

in fighting climate change); and growing its Clean Seas programme, which is working with industry to tackle chemical pollution at source.

Sandy concludes: "Increased funding from Postcode Planet Trust will give us the financial security, adaptability and confidence to invest in our work to spearhead positive, sustained change for the seas, and for people."



RICH CAREY

**“Being a Sea Champion has helped me to re-connect with the ocean and opened my eyes to the many challenges our marine habitats face.... It has given me the opportunity to introduce my eight-year-old daughter to the positive work being done.”**

**RACHAEL ROSS, SEA CHAMPION VOLUNTEER**

# Tackling a spiralling crisis

**Missing People** is a lifeline of support for runaway children and vulnerable adults who go missing around the UK, and their families. An increase in funding raised by players means it can reach more people through digital technology.

**“T**hanks to regular funding raised by players, our skilled team provide a helpline offering advice and specialist practical support,” explains Jo Youle, Chief Executive, “From rescuing a child groomed into sexual exploitation; helping an adult who has left home due to a mental health crisis; to being there for a family whose son has been missing for ten years.

“We also coordinate searches and publicity appeals that could end years of heartache, and run campaigns to change legislation. Our activities cut across many different dimensions.”

During 2020 and into 2021, Missing People saw huge rise in need for its services as the Covid crisis exacerbated the risk factors for disappearance: financial worries, anxiety, isolation, depression, job insecurity and criminal exploitation of young people.

“The University of Liverpool has estimated that people were twice as likely to come to harm in 2020 than previous years, and were at much higher risk of taking their own life. We’re facing a tidal wave of mental health issues – and this means more people going missing.

“As the first lockdown hit, we were able to continue our services without interruption, thanks to the unrestricted nature of Postcode Support Trust funding. We could rapidly roll out whatever it took to keep the service running, like a new phone system so that helpline staff could work from home.

“During the pandemic, we adapted other services to reach people remotely. We set up an online peer-to-peer support







“Third sector organisations like ours are more needed than ever, but finding it harder than ever to raise the necessary funds. We are a big part of the solution to the intractable societal challenges our society faces – that makes a critical case for reform.”

**JO YOULE**, CHIEF EXECUTIVE, MISSING PEOPLE

group for families in different places to come together remotely and share their experiences. It was a first for us, and a great success which we intend to develop further, so that we can grow our impact nationwide without needing to scale up ourselves.”

Innovation is needed in the face of spiralling need, says Jo. “Scores of young people and adults have suffered a severe decline in mental health due to the pandemic. With increased funding, our first priority is to be there for them, due to the proven link between mental health and going missing.

“The ‘how to’ will be that digital space which young people, especially, feel more comfortable in. We know that at-risk young people often don’t want to make a phone call. So, we’ve developed chatbot technology in partnership with the NSPCC, which will build trust before linking them up with a real human.

“By force of necessity, the pandemic has helped us to clearly see solutions. With increased funding raised by players, we can keep innovating to reach more people where they are, and in a way they are most comfortable with. The £800,000 Extra Award provides an additional welcome boost for our plans to expand our digital support channels.”



**ESTABLISHED:** 2015

**VISION:** Everyone has the right to access person-centred support to enable transformative change, so that each individual can embrace their full potential.

We want a world where individuals and communities feel confident and empowered to achieve change for themselves and others through the power of connection, voice, participation and volunteering.

**MISSION:** To support people who need help to live happy and more fulfilled lives. The Trust funds charitable activities across Great Britain.

**TOTAL AWARDED TO DATE:**  
£13.6 million

**FUNDED CHARITIES:**

- › Crisis UK
- › Depaul UK
- › Kinship
- › Missing People
- › Re-engage
- › Royal Voluntary Service
- › The Prince of Wales’s Charitable Foundation
- › The Reader
- › The Silver Line
- › Volunteering Matters

**341%**  
INCREASE IN ANNUAL  
FUNDING POST REFORMS\*

**£2.74MILLION**  
↓  
**£12.08MILLION**

# The case for further reform

As this report and the case studies within it show, the charity lottery reforms passed into law in March 2020 have had a hugely positive impact on a large number of charities supported by players, on the 20 Postcode Trusts that award the funds raised, as well as on People’s Postcode Lottery itself as an external lottery manager.

What’s more, many of the positives are not a one-off benefit, but will have a lasting impact year on year – the increase in the percentage of each ticket sale going to charity, for example, will result in a larger cumulative benefit as time goes on.



**ANGELA SALT OBE**  
CHIEF EXECUTIVE, GIRLGUIDING

“We are fully supportive of lottery limits being further increased to £100 million. This would allow charity lotteries to raise more for good causes, reduce administration costs and cut bureaucracy. More funding means more impact for communities across Great Britain.

For us it would mean more girls having increased confidence, the chance to discover their potential and to be a powerful force for good. I’m hopeful that the reforms will raise awareness and public support of society lotteries by increasing understanding of the remarkable difference they make to charities and good causes all over the country.”

However, as will have become clear through the reading of this report, even though the March 2020 reforms have enabled the number of charity lotteries managed by People’s Postcode Lottery to be reduced from 58 to 20, this number is still far more than would be ideal.

Each of these 20 Postcode Trusts – independent legal entities in their own right – requires its own gambling licence, charity registration, board of trustees, website and annual accounts. Each also has to have regular board meetings, with all the administration associated with that.

And although flexibility for the remaining 20 has increased thanks to the greater fundraising headroom, they still face a restrictive sales cap. The impact of that restriction will become more acute over time as they approach the limit.

In June 2019, when announcing the Government’s decision to raise the annual sales limit to £50 million, the then Lotteries Minister, Mims Davies MP, said the Government was “sympathetic” to raising the limit to £100 million, but wished to proceed on a step-by-step basis.

We believe the time is right to consider taking the next step. We are calling on the UK Government to:

- **Raise the annual sales limit to £100 million**
- **Raise the per draw sales limit to £10 million.**

As this report has shown, reducing the unnecessary red tape around the operation of charity lotteries has been overwhelmingly beneficial – for People’s Postcode Lottery as an operator, for the charities that receive funds raised by players, and ultimately for the people, communities and causes they help.

We look forward to continuing the reform journey to ensure that charity lotteries have the best possible regulatory and legislative framework to truly ensure that they can “thrive” in the years ahead, as per the Government’s stated objective.





**DEBORAH KERMODE**  
CHIEF EXECUTIVE AND ARTISTIC  
DIRECTOR, MAC

“The reforms so far are a step in the right direction, but we must continue to campaign for increasing the annual sales limit to £100 million. Just think how much more charities can do if further charity lottery reform is passed. We will work collectively with Ministers and do more together to help charities not just to survive, but thrive in these difficult times.”



'Celebrating Age - Tea with a Twist'  
event at MAC Birmingham



Story time in the Children's  
Corner, Pemba, Zanzibar



**JEAN-MICHEL GRAND,**  
CHIEF EXECUTIVE, ACTION AGAINST HUNGER

“Charity lotteries are a vital funding mechanism for charities like ourselves. As global hunger levels rise, there couldn't be a more urgent time to increase charity lottery limits, enabling more funding to reach vulnerable communities around the world. Players of People's Postcode Lottery play an important role in the fight against hunger around the world.

I urge the UK Government to further increase the charity lottery sales limit to £100 million, enabling players to do even more for good causes.”



**ALISON TWEED,**  
CHIEF EXECUTIVE,  
BOOK AID  
INTERNATIONAL

“I have seen the transformational change that People's Postcode Lottery can bring about for the communities we support, as well as the difference that funding raised by players makes to the lives of individuals facing really tough challenges. In this case, surely, more can only be better?”





“The players of People’s Postcode Lottery provide substantial funds to so many valuable causes, and we absolutely support efforts to increase this level of funding through further reform to charity lottery regulations. Increased limits resulting in increased funds can only be a good thing – for Marine Conservation Society and for the charity sector in general.”

**SANDY LUK**, CHIEF EXECUTIVE, MARINE CONSERVATION SOCIETY



“An increase of the annual sales limit to £100 million and per draw sales limit to £10 million would enable society lotteries to do even more for charities, and for MSF specifically would enable us to reach even more people experiencing humanitarian crisis with life-saving medical care.”

**VICKIE HAWKINS**, EXECUTIVE DIRECTOR, MÉDECINS SANS FRONTIÈRES UK



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