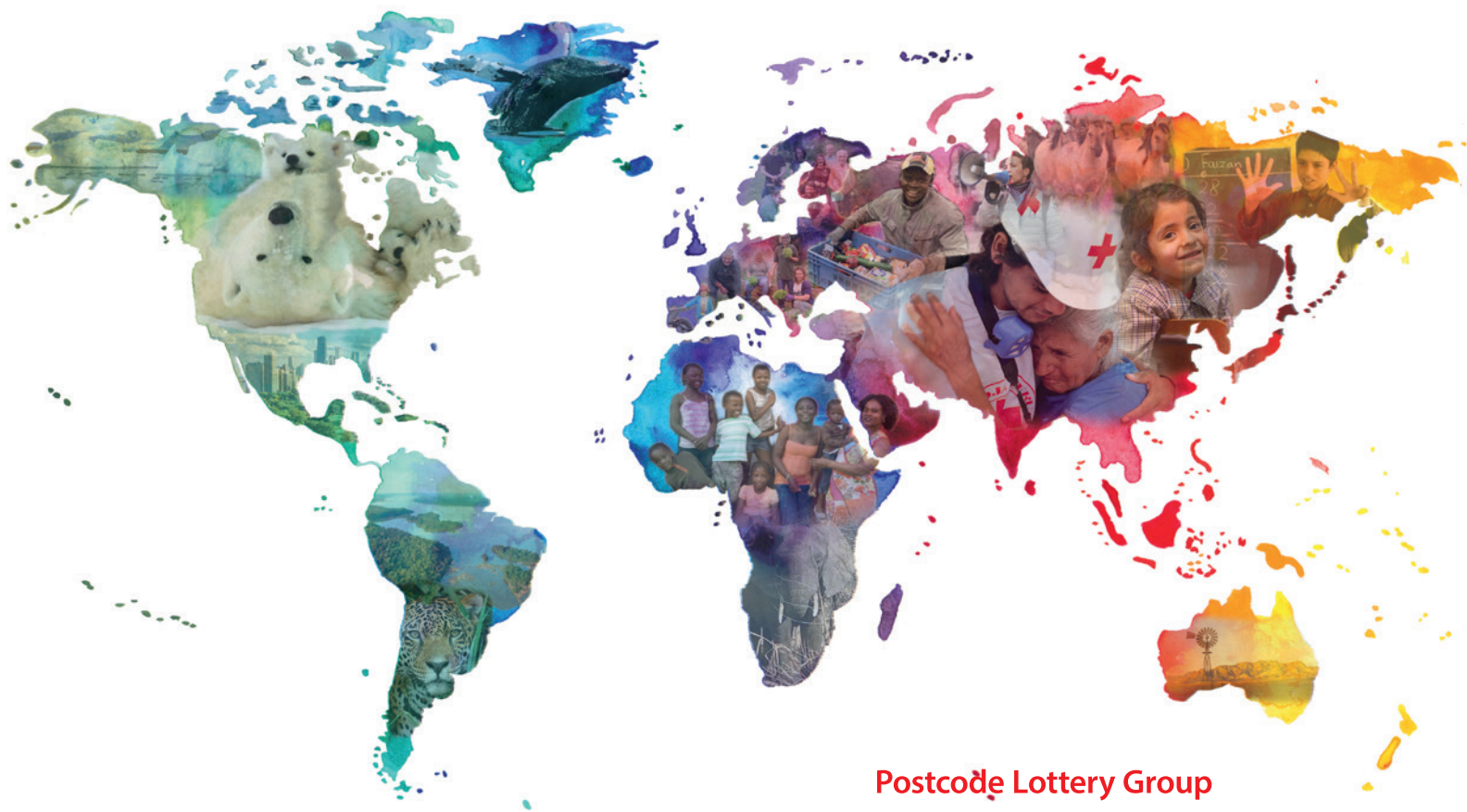


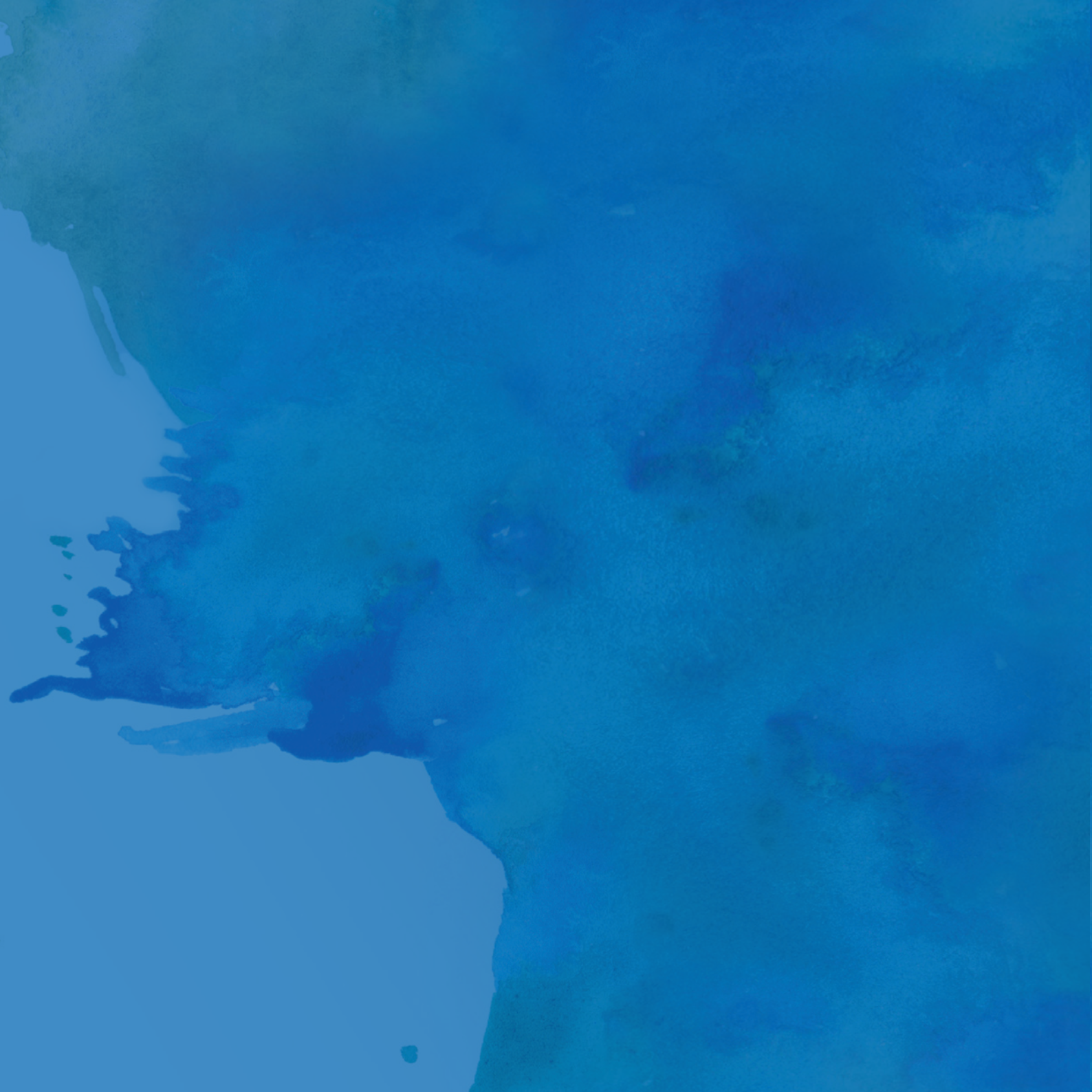
Our funding philosophy

Playing for a better world



Postcode Lottery Group





“We do not occupy this world as the only tenants, we share this world with a rich community of plants and animals. They were there long before we were. We have a responsibility to look after them. We have an obligation to look after them, for our children. I actually thank the people who buy the lottery tickets for helping us.”

Sir David Attenborough
Postcode Hero 2020

Our vision and mission

Why

We believe the world is better off with strong social organisations.

How

We raise funds for social organisations, increase awareness of their work and support new initiatives.

What

We operate charity lotteries to raise funds for social organisations and charities, and to make good citizenship fun.

We work in countries around the globe, including the communities in the countries where we operate our charity lotteries: The Netherlands, Sweden, Great Britain, Germany and Norway. Our vision is supported by more than 13.6 million lottery players and many charity partners. Due to the unique source of our means – the monthly players' subscription – we aim to support social and charitable causes that can count on a broad support base in society.

Our funding philosophy *'Playing for a better world'*

is our commitment that funds raised by our players through our lotteries are used in a way that enables the charities to use the money in the best way they see fit. This funding philosophy outlines our approach and provides a guideline for all countries we operate in.

On behalf of our players we have a huge responsibility to ensure their funds are used as a force for good. Our promise is to ensure their trust in us is repaid, striving for the most effective use of their funds. Our funding approach is set on a positive mindset. We believe that together we can achieve change and create a better world.



Charity partners like Greenpeace and Sea Shepherd fight for the protection of whales that play a significant role in the health of our living planet

Global challenges

*"The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries – developed and developing – in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests."**

The impact of Covid-19 and climate related disasters has disrupted daily life, the economy and slowed down the progress on the UN Sustainable

Development Goals. In addition, armed conflicts, the refugee crisis, internal displacement, the global energy challenge and increasing food insecurity make the world's problems seem mammoth.

Our natural world is losing species, habitats and liveable space every day. During the past 30 years, the world's biodiversity, forests and healthy oceans have disappeared at a frighteningly rapid pace, with temperatures continuing to rise.

The increase of misinformation and dominance of social media has created a world where trust and free independent journalism are threatened. And worldwide, the basic principles of freedom and democracy are under pressure and totalitarian forces are gaining ground.

*source: sdgs.un.org/goals





*"A growing disregard for the conditions that form the foundations of democracy – including respect for the rights of minorities and migrants, space for critical dissent, and commitment to the rule of law – threatens to destabilise the democratic order. These and many other issues pose a threat to democracy around the world."**

The Postcode Lottery Group is committed to supporting initiatives that drive positive change for those who have less opportunity or chance in life. Creating a world where we understand that the health of our planet is linked to our own wellbeing and future survival.

Our lotteries – active in five European countries – are enablers of change and we apply a positive *can do* mindset to everything we do. We use our communication channels to encourage and inform others, reaching millions of people every day. Our business values are embedded in solidarity – of people coming together to help one another and supporting brave initiatives that can be transformational.

We believe in a strong civil society with the power to realise change from within. Now is the time for even stronger collaborative efforts, partnerships within civil society, with local government, business and international organisations. The Postcode Lotteries aim to be a force for good, delivering the funds and the collective power of our players.

*source: Freedom House





'Climate change is the defining issue of our time and we are at a defining moment. From shifting weather patterns that threaten food production, to rising sea levels that increase the risk of catastrophic flooding, the impacts of climate change are global in scope and unprecedented in scale.'

United Nations

What courageous funding means to us

Supported by 13.6 million monthly players, we believe it is necessary to actively look for innovative and daring ways to solve global and local challenges – this is how we define courageous and why it is one of our core values. We work with partners who share our mission for a better world, who dare to be disruptive in order to make change or create a different solution, that have leaders willing to try, and are honest about the risks.

For us courageous funding means:

- Entering into long-term partnerships with our charities and trusting them to spend the money where it is most needed.
- Daring to enable organisations to start something that would otherwise never get off the ground due to the time constraints and demands of exploring all possible solutions and exhaustively mapping out all possible risks. There's often no time for that.
- Supporting organisations and themes that sometimes trigger resistance, are politically sensitive or generate debate in society (or certain sections of society) because of vested interests.

"Multi-year unrestricted funding is key for civil society organisations to contribute to a better world for everyone. Unrestricted funding allows organisations to address those needs they feel are most relevant and urgent. Moreover, unrestricted funding allows organisations to flexibly shift priorities when circumstances change, which is the case with crises like COVID-19 or natural disasters."

**Prof. Dr. Pamala Wiepking,
Professor of Societal Significance of Charity Lotteries**



Olena Shevchenko is protected by the world's first alarm and locating system for human rights defenders in danger, initiated by Civil Rights Defenders



The Postcode Lotteries support many humanitarian organisations that help victims of war or natural disasters like the International Red Cross

Our focus

We recognise there is a direct relationship between our environment and the health and wellbeing of people across the world, now and into the future.

Our charitable support is based on the United Nations' Sustainable Development Goals, with specific focus on:

- **Climate innovation and action**
- **Biodiversity and species protection**
- **Equality and justice**
- **Women's rights and girls' education**

We support the work of our beneficiaries all over the world and a good proportion of funds raised will support initiatives where each lottery operates with the flexibility to respond to local challenges. Our community of players will this way be connected to good causes that are important to them locally and this allows for a range of different activities supported; from children and health causes to animal welfare and culture and heritage.

Our **POSTCODE** approach

We will...

- Partnership** ...be true partners with the majority of charity partnerships being long term and unearmarked
- Opportunity** ...actively look for exciting (funding) opportunities and collaborations (including between our lotteries and our charity partners)
- Sustainable** ...support partners to be sustainable through investment in core costs
- Trust** ...build relationships based on trust, knowledge and understanding and stand together with our charity partners through the good and the bad times
- Courageousness** ...understand that to be impactful sometimes demands taking risks and we look to the potential, and will fund ideas that due to their activities may attract little financial support
- Open** ...share the way funds are assessed, selected and distributed and, the difference being made
- Dilligence** ...be effective in our processes and decision making, without losing ourselves in the urge to make everything quantifiable and measurable or to cover every eventuality
- Enable** ...enable our partners to do more and be impactful – trusting them as the experts with the ability to make the right decisions



Food banks are supported by the players of the Postcode Lotteries



Supporting organisations such as UNICEF and Theirworld, the Postcode Lotteries believe education builds a better future for the world at large

Our core funding areas

- Change** Supporting civil society at large to enable systematic change, requiring longer term investment to achieve results through flexible funding. Our charity partners consist of the broad spectrum of changemakers and innovators, advocates and activists and emergency aid providers. (Regular charity partners)
- Creativity** Investing in new, innovative or different ways of addressing an issue – these could be lighthouse or pilot projects, or time restricted funding to accelerate change in a specific area or way of funding. (Special Awards)
- Collaboration** Creating opportunities to maximise impact through strategic partnerships. This could be between charities, our lotteries or a public/private collaboration. (Dream Fund, Strategic funding partnerships)
- Community** Recognising the importance of community initiatives and activities that benefit local communities around the world and in the neighbourhoods where our players live. (Community and Small Grants)



Rewilding Europe: Sustainable development combined with rewilding activities protects the wild treasures of the Oder Delta on the German-Polish border

The procedure

Our lotteries have a selection procedure in place with clear criteria and one or more rounds of allocations per year. Open communication with our charity departments and minimal bureaucracy are key to the process.

We champion equity, diversity and human rights and promote inclusion, fairness and opportunities for all. We strive for a portfolio of charity partners where everyone can see themselves represented in the work that our players support.

We are committed to elevating our good causes by understanding and sharing our collective impact. This means that, where possible we will provide more than just funding. For example, by offering informal opportunities for charities to connect and provide peer learning and support.

Our associated trusts and foundations

Every lottery within the Group has one or more bodies consisting of independent external professionals that have the final say when it comes to the annual allocations of lottery proceeds.

Each Postcode Lottery may set up one or more trusts or foundations for reasons relating to external local circumstances, such as legislation, investment into

specific sectors; or enabling player support to quickly reach thousands of grassroots community-led initiatives.

Currently the Postcode Lotteries expand their reach through funding the Dutch Stichting DOEN, the Swedish PostkodStiftelsen, and 20 independent Postcode Trusts in Great Britain.

The survival and the protection of the polar bear habitat is an urgent issue for WWF supported by all Postcode Lotteries



One of the largest private donors in the world

Since the first Postcode Lottery started in 1989 in the Netherlands, 12.5 billion Euros have been raised and distributed among thousands of charities. We want to thank our lottery players who have supported so many charity partners that continue to contribute to a better world. The number of small and large projects and their impact is truly amazing.

Would you like to learn more about the Postcode Lotteries? Then please contact Judith Lingeman at Novamedia/Postcode Lottery Group.

For an overview of all of our charities and projects, please visit the websites of our Postcode Lotteries. Information on how to apply for funding can also be found:

www.postcodelotterygroup.com

www.postcodeloterij.nl

www.postcodelottery.co.uk

www.postkodlotteriet.se

www.postcode-lotterie.de

www.postkodelotteriet.no

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**As much as the world has an
instinct for evil and is a breeding
ground for genocide, holocaust,
slavery, racism, war, oppression
and injustice, the world has an
even greater instinct for goodness,
rebirth, mercy, beauty, truth,
freedom and love"**

Desmond Tutu

International Postcode Lottery Ambassador

7 October 1931 – 26 December 2021



Postcode Lottery Group



The Netherlands ■ Sweden ■ Great Britain ■ Germany ■ Norway