Population Matters

England & Wales · Charity number 1114109

Details

Other names	OPTIMUM POPULATION TRUST, POPOFFSETS, POPULATION MATTERS
Status	Registered
Legal form	Charitable company
Company number	03019081
Registered	2006-05-09
Register	View on the Charity Commission register

Contact

Address	Population Matters The Chandlery 50 Westminster Bridge Road London SE1 7QY
Phone	02081239116
Email	supporters@populationmatters.org
Website	www.populationmatters.org

Activities

Objects: 2.1 The Charity's objects are for the public benefit: 2.1.1 to advance the education of the public in issues relating to human population worldwide and its impact on sustainability;2.1.2 to advance, promote and encourage research into ecologically sustainable human population levels in all or any part or parts of the world and to publicise the results of such research; and2.1.3 to advance environmental protection by promoting policies, in all or any part or parts of the world, which will lead or contribute to the achievement of ecologically sustainable human population levels.

Activities: Population Matters* educates the public on population issues and their impact on environmental sustainability, resource use and quality of life* researches and promotes methods to determine ecologically sustainable human population levels* encourages policies, in the UK and globally, that can help achieve environmental sustainability through a stable population.

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Classification

- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** Education/training, Environment/conservation/heritage
- **Who:** The General Public/mankind

Geography

- **Area of benefit:** NOT DEFINED. IN PRACTICE NATIONAL AND OVERSEAS.
- Brazil
- Colombia
- Egypt
- India
- Kenya
- Nigeria
- Scotland
- Sierra Leone
- Uganda
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£1,738,246	£1,203,877	£5,355,958	12
2024-06-30	£3,211,312	£1,166,794	£4,821,589	11
2023-06-30	£2,964,356	£1,051,100	£2,777,071	10
2022-06-30	£973,981	£987,514	£863,815	8
2021-06-30	£839,964	£845,604	£794,248	7

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Trustees

Name	Role	Appointed
Anup Tiwari		2025-02-01
Iain Heaton		2025-02-01
Karin Kanewske Turner Birnie		2026-02-14
Lisa Susan Mitchell		2021-10-30
Simon Moore		2025-02-01
Stacy Taylor		2025-02-01
Victoria Katherine Poll		2021-10-30

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Population Matters

England & Wales - Charity number 1114109

Accounts

Annual Report

July 2024-June 2025

Achieving a world where our human population lives fairly and sustainably with nature and each other

POPULATION MATTERS™

> As I see it, humanity needs to reduce its impact on the Earth urgently and there are three ways to achieve this: we can stop consuming so many resources, we can change our technology and we can reduce the growth of our population.

Population Matters patron, Sir David Attenborough

Population Matters (PM) is an organisation that works globally with partners to achieve our vision: a world in which our human population lives fairly and sustainably with nature and each other. Using evidence, we advocate and advise decision-makers on the interconnections between population, health, and the environment. We also inspire people to consume sustainably, so that everyone can enjoy a decent quality of life while preserving the natural ecosystems all life depends on. We are committed to human rights, women's empowerment and global justice.

We believe that ALL POPULATIONS MATTER

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@populationmatters

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Reg. charity: 1114109

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statement by the chair

> That there will be a struggle and hard times to come seems not to be in doubt, but it is really inspiring to see and hear about people and communities all over the world already knuckling down to living in a way that nurtures nature as a priority.

As our Chief Executive, Amy Jankiewicz, points out on page 4, the last year has seen Population Matters mature as an organisation. In a world ever more alert to the weakening relationship between our economic strategies and the sustainability of our natural resources, the ambitions of Population Matters to bring the best of our humanity to bear on how we live with nature and each other resonates more powerfully than ever.

That there will be a struggle and hard times to come seems not to be in doubt, but it is really inspiring to see and hear about people and communities all over the world already knuckling down to living in a way that nurtures nature as a priority.

It is this positive energy, aimed at doing the right things – whether at national level policymaking or practically, on the ground, with local communities – that is so encouraging.

Our eminent patron, the late Dame Jane Goodall, was supremely effective in pushing for change at both levels, and her example and counsel will be sorely missed. As will that of another patron, Dr Malcolm Potts, who died earlier in the year. His enlightened approach, not common in the last century, argued that women should be able to make their own decisions about how many children to have, with all of us ensuring they have the knowledge, materials and capabilities to make those choices, free of coercion of any sort. In those circumstances, and with added confidence that their children will live to adulthood, women, more often than not, choose to have two children.

I leave Population Matters in excellent shape and in good hands, with a new strategy that is close to the hearts of Jane and Malcolm, and in tune with the way the world is going – thinking and working as if living well with nature and each other is the only strategy worthy of our species. Which, of course, it is.

Sara Parkin OBE
Chair, Population Matters

> **Only if we understand, can we care. Only if we care, we will help. Only if we help, we shall be saved.**
>
> Dame Jane Goodall (1934-2025), Population Matters patron

As Population Matters' Chief Executive Officer, I reflect on our past 12 months and appreciate how much the organisation has matured in its understanding of the partnerships, skills and structures we have set in place to achieve our vision - '*A world in which our human population lives fairly and sustainably with nature and each other.*'

To deliver this vision, we've forged new global partnerships, launched a new research directorate as part of our five-year strategy (2025-2030) and expanded our team to ensure we have the skills and expertise we need to be fit-for-purpose – to address the negative consequences of ever more people using ever more of the planet's resources.

With the launch of our new strategy in February 2025, we have hit the ground running. Our advocacy has raised awareness of the interlinkages between population, sustainable development and environmental pressures, both to policymakers and to the public. We are committed to delivering action-oriented, evidence-based solutions, which we will use in our advocacy to shape and influence laws, policies and programmes, to achieve a fairer and more sustainable world for all.

Our key highlights include:

The launch of our new research team

Strategic Goal 2 of our five-year strategy focuses on delivering 'world-class research'. We are achieving this by building an evidence-based research programme concentrating on the intersection between climate change, food security, bioscience innovation and migration. Fundamentally, we want to better understand how these factors interact, whether we can feed an ever-increasing population, and how climate change affects this.

The research team will work alongside our newly launched Global PhD programme, facilitated by the Norwich Institute for Sustainable Development (NISD), a world-leading research organisation uniquely placed to investigate a range of issues central to PM's mission. This collaboration will foster talented young minds to provide insights into understudied areas with our unique focus on population.

The research team is led by Dr Joshua Hill, formerly our Head of Finance and Operations. Josh completed his PhD and now leads the team with a vision to turn data into real-world change. Our research team have already begun to submit our evidence to the UK parliamentary committees to further our global advocacy with strategic countries with high population growth. It will continue our work to address high consumption in the Global North.

Presenting our research to influence change globally

We presented our ***Fragile Futures*** report, co-authored by the Kids Research Institute, Australia, at a side event held at the United Nations Commission on Population and Development's 58th session (CPD58). The report revealed that climate change and population dynamics will cause a deterioration in the health and wellbeing of all children.

At the ***Fragile Futures*** event, we found an engaged audience with representatives from the United Nations Population Fund (UNFPA), the Mexican National Citizen Council on Population, and ARROW. Dr Yasmeen Sabeeh Qazi, CEO of QZ Catalyst – an organisation working on family planning and health in Pakistan – said: "***Population does matter. Let's start talking about it.***" The team also had a productive meeting with the Chairman of the Nigerian Population Commission on how we could support the delivery of

chief executive's message

the promised national census (Nigeria's last census was in 2006), which will inform national population policy. We also met with the Population Council, an influential NGO that praised us for owning the word 'population' in our name, normalising the word as we emphasise that population does matter and must be addressed. In the months to come, Population Matters, along with its partners, will be ensuring that government pledges are delivered into practical action.

Nature Can't Wait appeal

Population Matters hosted our first, independent match-funded appeal, ***Nature Can't Wait***, to support the delivery of our upcoming biodiversity research. The final appeal achieved over 253% of its initial target, a tremendous success that reflects the urgency of action needed on this issue, demanded by our generous supporters and members. This also demonstrated the success of our strategic fundraising strategy, which optimises our resources efficiently to achieve a strong return on our investment.

> **With the launch of our new strategy, we have hit the ground running. Our advocacy has raised awareness of the interlinkages between population, sustainable development and environmental pressures.**

Delivering our mission with our global partnerships

We have worked with our partners to achieve change on a global scale. In October 2024, we supported our Colombian partner, Women for Conservation, in attending the 16th United Nations Biodiversity Conference in Colombia. This major UN conference focused on global biodiversity protection and restoration, and we advocated for the wider recognition of the Population Health Environment (PHE) model as a holistic solution to address population and end biodiversity loss.

Building on from this previous work, on World Oceans Day (8 June 2025), we amplified Sir David Attenborough's *Ocean* documentary's message, issuing a call for the impacts of our overconsumption and growing population to be recognised as critical threats to the world's high seas. Our partner, Daniel Cáceres Bartra, a Latin America Representative for the Sustainable Ocean Alliance, took this message to the 2025 United Nations Ocean Conference in France, and provided insights into policy discussions.

With our upcoming Empower to Plan cycle – a Population Matters initiative that uses the power of crowdfunding to support grassroots NGOs that work to improve the lives of women, girls and communities and protect the natural world – we look forward to launching new partnerships. These will deepen our work to achieve meaningful change, on a local and national level, to address the underlying causes and effects of population.

A warm welcome to the new members of our Senior Leadership Team

We were pleased to welcome our new Head of Finance and Operations, Nihar Reshamwala, and our new Director of Fundraising, Emma Lewendon-Strutt, and look forward to working with them as we continue to deliver on our strategic goals for the coming year.

It's been an exciting 12 months – our strategy has been our springboard, and we've now built a strong foundation for us to implement our strategic goals, to achieve our vision of a fairer and more sustainable world for all.

Amy Jankiewicz
CEO, Population Matters

our vision and mission

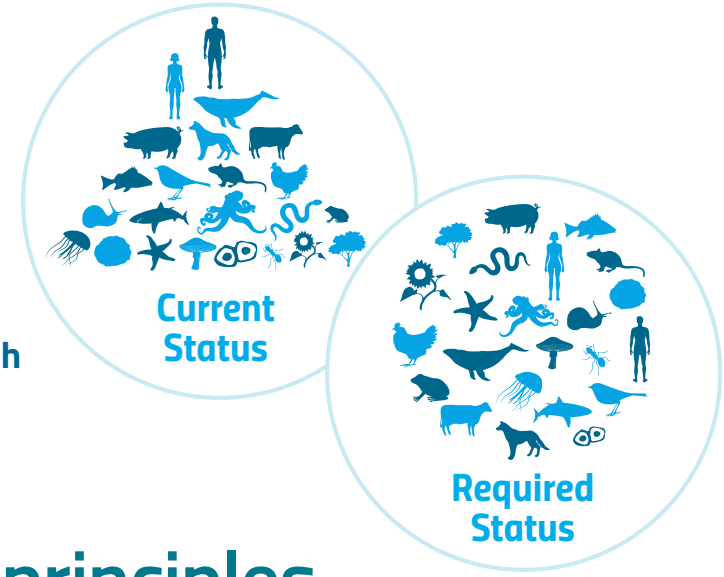
Our vision is of a world in which our human population lives fairly and sustainably with nature and each other.

Our mission is to address the negative consequences of ever more people using ever more of the planet's resources and to inspire and engage with others to find, share and promote ways to make our vision a reality as quickly as possible.

Photo by James Wheeler on Unsplash

our values

- **We use evidence-based research and learning to improve ourselves and our outcomes**
- **We work through local and global partnerships**
- **We are open and committed to truth**
- **We promote women's choices**



our organisational principles

- **Efficiency**
- **Collaboration**
- **Respect**
- **Inclusive leadership**

our strategy

We have set out a five-year strategic plan to 2030. The effects of a rising human population include the destruction of the planet through deforestation, pollution and the accelerating extinction of many species on which the health of the planet depends. We are interconnected and all species rely on each other. Therefore, our strategic focus is that **All Populations Matter**.

Mission oriented goals

1. As the go-to organisation for leadership on human population matters, by 2030 we will have established firm footprints in three global regions, working with partners to empower people to make sustainable choices about their family size, as well as creating supportive social and cultural change.

2. By 2030, we will have established a ground-breaking, evidence-based research programme that sheds light on, and offers solutions to, the personal and political challenges posed by human population growth.

3. By 2030, we will have normalised the discourse around human population and influenced the understanding of its impact on the planet in local, national and international policy agenda, especially through promoting examples of how to effect positive change.

Organisational oriented goals

4. By 2030, we will have the foundations of a global funding model that is diverse and sustainable.

5. By 2030, we will be an internationally reputable organisation and considered to be a great place to work.

OUR CHARITABLE OBJECTIVES FOR PUBLIC BENEFIT ARE:

1) To advance the education of the public in issues relating to human population worldwide and its impact on environmental sustainability.

2) To advance, promote and encourage research to determine optimum and ecologically sustainable human population levels in all or any part or parts of the world and to publicise the results of such research.

3) To advance environmental protection by promoting policies, in the UK or any other part or parts of the world, which will lead or contribute to the achievement of stable humanpopulation levels which allow environmental sustainability.

In setting these objectives we have had due regard to the charity commissioners' guidance in section 17 of the Charities Act 2011.

our impact

With the launch of our new 2025-2030 strategy, it's been a busy and exciting year. Here, we share some key highlights:

July 2024

On World Population Day (11 July), the UN projected a global population increase to 10.3 billion by the mid-2080s. In response, our CEO, Amy Jankiewicz, published a powerful op-ed in *The Independent*, challenging the rise of pronatalism in the UK and the environmental impacts of continued population growth.

We also held our Women in Conservation webinar with three inspiring leaders – Dr Joan Castro (PATH Foundation Philippines), Isabella Lara (Women for Conservation, Colombia), and Wendo Aszed (Dandelion Africa, Kenya). Each shared compelling insights from their communities and work, showcasing how holistic, women-led initiatives are tackling interconnected challenges of access to health, increasing pressure on natural resources, and gender inequality.

September 2024

At the United Nations Summit of the Future, which discussed the progress of the 2030 Sustainable Development Goals (SDG targets), we amplified our mission's call through a statement calling for the need to achieve a sustainable population to achieve the SDG targets. This call was supported by our partners from India and Nigeria.

Separately, we produced a report analysing different alternative economic models, alongside digital content to engage our audiences and spark a wider conversation to address overconsumption in the Global North and the impact it has on our planet.

October 2024

We sponsored our partner, Women for Conservation, to represent us in attending the 16th UN Biodiversity Conference in Colombia. Women for Conservation brought their experience in Population Health Environment (PHE) initiatives and made a compelling case for it protecting biodiversity whilst advancing community health and wellbeing. Their insight – that PHE remains under-recognised in global biodiversity discourse – was supportive in enabling us to shape the direction of our advocacy. We are discussing with potential partners the tools required to strengthen support for PHE evidence gathering, which will be more impactful in demonstrating the effectiveness of integrated, community-led approaches.

February 2025

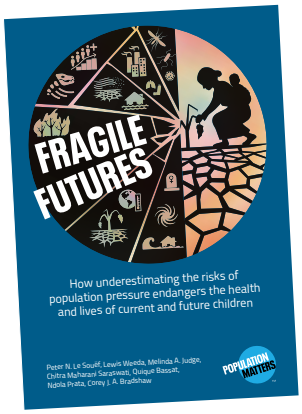
This month marked the launch of our new five-year strategy (2025-2030), which sets out how we will achieve our mission to address the negative consequences of ever more people using ever more of the planet's resources. Our strategy sets out a pragmatic and solution-focused agenda on how our human population can live fairly and sustainably with nature and each other.

our impact

In response to the UK government's decision to reduce the aid budget to 0.3% of Gross National Income, our CEO, Amy Jankiewicz, joined 138 NGO leaders in urging a reversal of this damaging cut, which garnered media coverage. We stand in solidarity with civil society to ensure the UK supports global equity, as this is key to addressing interconnected population issues and the consequences they then have on the environment.

March 2025

We endorsed the call for reform to the global financial architecture and co-signed a joint letter urging the UK Prime Minister to attend the UN's Financing for Development conference. We support debt reform initiatives for fairer global financial structures so that all countries can invest in the health, rights, and wellbeing of their people, to enable the delivery of our mission.



April 2025

We released the *Fragile Futures* report, based on research conducted by the KIDS Research Institute at the University of Western Australia and funded by Population Matters. The evidence challenged the current UN projections that infant mortality will continue to decline throughout this century, with compelling data that climate change and population pressures are set to reverse hard-won gains in child health, particularly in low- and middle-income countries.

To ensure this vital research reached and informed policymakers, we hosted a hybrid event at the 58th session of the UN Commission on Population and Development (CPD58). The event brought together influential stakeholders, including representatives from the United Nations Population Fund (UNFPA), Asian-Pacific Resource and Research Centre for Women (ARROW), and the Mexican National Citizen Council on Population. At CPD58 we also had meetings with the Population Council, and the Nigerian Population Commission, which laid the groundwork for fruitful partnerships with these influential organisations.

Photo by Adobe

our impact

In the coming year, our team will visit Nigeria to support the Population Commission's efforts to deliver a national census (the last one was 19 years ago in 2006), which will be critical to develop evidence-based policy for one of the world's fastest-growing populations.

May 2025

We completed the first phase of scoping to better understand the landscape of international partners advocating on the causes and consequences of population growth. This initiative enabled us to assess where Population Matters can have best leverage to further our mission, as well as analysing how we will normalise dialogue on the causes of population and its impacts. We continue to build momentum towards evidence, which has enabled us to explore opportunities with critical stakeholders that were previously unknown to us.

June 2025

On World Oceans Day (6 June), we amplified the message of our patron Sir David Attenborough's film, *Oceans*, with an editorial that called for humanity to reduce its impact on the ocean. This featured insights from Daniel Cáceres Bartra, a Peruvian marine activist and Latin America Representative for the Sustainable Ocean Alliance. Daniel participated in a panel discussion at the UN Ocean Conference in France, and we joined forces with him to advocate our key messages.

We also welcomed new research colleagues. Our action-based research will identify and respond to current gaps in knowledge, which, together with our advocacy, will deliver practical solutions to diverse stakeholders on the pressing issues our mission works to tackle, to deliver our vision: '***A world in which our human population lives fairly and sustainably with nature and each other.***'

Photos by Canva, and Headway and Vidar Nordli on Unsplash

our impact

EMPOWER TO PLAN

Our Empower to Plan initiative uses the power of crowdfunding to support grassroots NGOs that work to improve the lives of women, girls and communities and protect the natural world.

One of our Empower to Plan partners, Women for Conservation, Colombia.

In 2024-25, we were inspired by the extraordinary response to our Empower to Plan call-out for partners. More than 800 grassroots organisations expressed interest globally, of which, based on our criteria, we reviewed 685 applications in detail.

These applications reflected our mission to tackle the causes and consequences of population growth: strengthening access to sexual and reproductive health and rights, advancing environmental conservation, improving gender equality, and empowering young people. From this pool, we selected four partners to deliver locally rooted, rights-based projects in and with their communities in 2025-26.

Since 2017, Empower to Plan has supported 22 short-term projects, each lasting 6-9 months, across Africa, Asia, and Latin America. These projects reached over 5,000 people and, together with the effort of our partners, worked to advance women's leadership, expand access to reproductive healthcare, and build environmental resilience.

Longer-term partnerships

However, the short-term model limited continuity and deeper change. It made it harder to engage with the lived realities of marginalised communities and the barriers they encounter in accessing their rights, entitlements, and services. It also left little room for co-creation, mutual capacity-strengthening, or longer-term advocacy that could advance Population Matters' mission.

To address these challenges, under our new five-year strategy, Empower to Plan has been redesigned as a longer-term grassroots partnership initiative.

Unlike the previous short-term model, each new partnership will run for at least two years, with a stronger focus on equity, shared ownership, local leadership, mutual accountability, and achieving deeper and sustainable change.

A central part of this new direction prioritises working with marginalised and underrepresented groups – the rights holders most impacted by and at risk from the climate crisis, and who face significant challenges in exercising their human rights.

We will achieve this through mutual co-learning, building and sharing knowledge, and capacity building that is co-created and tailored to partners' needs.

We will also focus on enhancing their leadership, built on lived experience and insights. These will be integrated into our advocacy to expand their access to resources, enable communities to claim their rights, make informed decisions, and shape and inform decision-making agendas that impact their lives and futures.

And so, 2025-26 will be a year of transition, focused on deepening our partnerships and their impact. We will launch four short-term partnerships while laying the foundations for our longer-term model – refining our approach, integrating insights, and strengthening partner engagement, as we develop our work plans for 2026 and beyond.

our supporters

We'd like to express our sincere thanks to all our dedicated members and supporters.

Without their continued support and generosity, we simply wouldn't exist. We continue to be extremely grateful for your support and interest.

We appreciate all the support we receive, and are particularly indebted to our Catalyst Members and those who give so generously, including:

Alastair Adams, Julian Audsley, Abigail Bagshaw, Clive Catherall, William Gornall, Dr John Guillebaud, Dr Reza Hossain, Damien McBraida, François Micheli, Norman Pasley, Dr Sofia Pineda Ochoa, Iain Richardson, Dr Stefan Sellbjer, Prof Caroline Series CBE FRS, John Starbuck FRGS, Nigel Stevenson and Richard Vernon.

80%
of supporters and members expressed satisfaction with their experience with us
Annual Survey 2025

In addition, we would like to thank **The Leisure Charitable Trust** for their support, providing significant matched funds which enabled our June 2025 ***Nature Can't Wait*** appeal.

Thank you, too, to our incredible supporters who supported our Big Give Christmas 2024 appeal and our ***Nature Can't Wait*** appeal this year, which together raised more than £80,000 for our work!

We are always honoured when people choose to make gifts in their wills, or in the memory of someone close to them, to us. We are very grateful for the legacies we received from:

Clive Pyne, Corrie Wright, Diane Hollowood, Helen Jackson, Keneth Newell, Leon New, Mark Hichens, Muriel Abbot, Nuala Dowie, Patricia Grenfell, Peter Cottrell, Stephen Miles, Theresa MacIntyre, Wendy Preston and William Ireland.

Supporter Alice Morley undertook a sponsored 10k run through Roundhay Park in Leeds for Population Matters.

Whether you made a donation or took part in an event, thank you for helping to create a sustainable world for all populations.

Thank you to everyone who responded to our annual survey – 80.4% of people who responded expressed satisfaction with their experience with us. While we are pleased, we always strive to give everyone who supports us the best possible experience.

You've shared your passion for global population issues, climate change, nature, and biodiversity – and we're listening. We remain committed to amplifying these vital conversations and bringing them to a wider audience.

our patrons

We're honoured to count the following individuals as our patrons. With their varied expertise and passion for both people and the environment, our patrons help to emphasise the importance of concern about human population for achieving a sustainable future. We thank them for their high-profile, visible support of our vision and mission.

Sir David Attenborough OM CH CVO CBE FRS FZS FRA

Internationally respected naturalist, broadcaster and presenter of several seminal series including *Blue Planet*. In 2022, he received the United Nations Environment Programme's (UNEP) Champions of the Earth Lifetime Achievement Award, recognising his advocacy for the protection of the natural world.

Chris Packham

Naturalist, campaigner, nature photographer, broadcaster and author. In 2014, Chris was voted 'Conservation Hero of the Year' in the Birders' Choice Awards. In 2016, he earned the top honour at the Wildscreen Panda Awards in recognition of his contribution to wildlife filmmaking, conservation and the public's understanding of the environment.

Dame Jane Goodall PhD DBE

In 2025, we were extremely sad to hear of the passing of one of our most distinguished patrons, Dame Jane Goodall. Over her 65-year career as one of the most respected conservationists of our time, Jane Goodall redefined the way we all understand humanity's place in nature. Through compassion, research and commitment to truth, she dismantled the idea of human exceptionalism and showed us that humans are part of, not separate from, the living world around us. This recognition of interconnectedness is at the very heart of our vision: a world in which our human population lives fairly and sustainably with nature and each other. Even with her awareness of the pressures the natural world faces, Dame Jane Goodall remained committed to hope. She believed that every individual action matters, and that through empathy and understanding, we can create a thriving planet for all species. We were truly honoured to have had her as a patron, and her commitment to hope will guide us as we honour her legacy through our continued work.

Leilani Münter

Ex-race car driver, child-free champion and environmental campaigner.

Jonathon Porritt CBE

Director of Forum for the Future, former Chair of the UK Sustainable Development Commission, President of Population Matters.

Prof Sir Partha Dasgupta FRS FBA

Frank Ramsey Professor of Economics, University of Cambridge.

Prof Paul Ehrlich ForMemRS

Bing Professor of Population Studies, Stanford University.

Prof John Guillebaud

Emeritus Professor of Family Planning and Reproductive Health, University College, London, and Medical Director, Margaret Pyke Centre for Family Planning.

Gordon Buchanan MBE

Wildlife filmmaker and presenter. He was presented with an MBE for services to charity and wildlife conservation.

Adrian Hayes

Record-breaking polar explorer and adventurer, speaker, coach, campaigner and author.

Judy Ling Wong CBE

Hon President of Black Environment Network (BEN), focused on integrating environmental, social and cultural issues in the context of sustainable development.

Susan Hampshire OBE

Actress and population campaigner.

structure, governance and risk

Organisation structure

Population Matters is a UK charity regulated by the Charity Commission (No 1114109) and a company limited by guarantee as defined by the Companies Act 2006 (No 3019081). It is governed by its Articles of Association. Until 2011, Population Matters was known as Optimum Population Trust. The registered name was formally changed in April 2023 to 'Population Matters'.

Board activities and composition

The Board meets quarterly to review the strategy and performance of Population Matters. Board meetings were held physically, with sub-committee meetings held virtually. To facilitate effective operations, the Board has delegated authority to the Chief Executive Officer, supported by the Senior Leadership Team, for the management and implementation of the operational strategy, staff, operations, finance, risk and governance. There are two Board sub-committees: the Audit, Finance, Fundraising, Risk and Investment Committee (AFFRI), chaired by the Treasurer and the Nominations and Remunerations Committee, chaired by the Chair.

The Articles provide for Board members to be appointed for a fixed term of three years, renewable once before at least a one-year break, with a provision that allows a Board member to serve longer, subject to an annual review, if other Board members consider exceptional circumstances justify it.

The recruitment of new Board members is managed by our Nominations & Remuneration, Strategic Coherence, Trustee Development (NST) Committee, using the widest possible networks and a rigorous appointment process, to ensure that we are finding Board members with the knowledge, experience and networks the charity needs to maximise its future impact.

New Board members are provided with an induction to their role through the provision of a range of internal information and guidance relating to the charity, as well as direction to sources of best practice. Four new board members were appointed during the year.

Remuneration

Staff remuneration is reviewed annually. We have a salary grid based on a comparison of published salary scales to ensure that remuneration is consistent with that paid for similar roles in charities of a similar size. Board members give their time voluntarily and are not remunerated other than for modest expenses. No Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Risk

The Board has a duty to manage the charity's resources responsibly and to ensure that there is an effective risk management process in place. Board members are assisted in meeting their responsibilities by the Audit, Finance, Fundraising, Risk and Investment Committee (AFFRI), which oversees the Risk Management Process, making recommendations regarding present and future risks. Our Risk Register identifies the types of risks we face, rates them in terms of potential impact and likelihood and identifies risk management/mitigation measures. This is reviewed regularly. Risks are categorised into five domains: financial, operational, people, strategic and reputational. An evaluation of new and changed risks forms part of the regular meetings of the senior management team, and a review of principal risks is included in the papers of each Board meeting.

We review and refresh our strategy regularly, ensuring that it is sufficiently flexible to enable us to take advantage of unexpected opportunities as they arise. Reputational risk is reduced through clear and strong rebuttal of any misrepresentation and false allegations, and by the firm management of our communications. In terms of nurturing our staff, we have a regular appraisal process which ensures that staff remain motivated and committed. We regularly review our data practices and cybersecurity, ensuring that key data and systems are backed up and appropriate safeguards are put in place. We have made a number of operational improvements throughout the year to reduce risk, tighten processes and ensure we remain aligned across all functions to achieve our strategic objectives.

Officers at year end

Sara Parkin OBE
Chair

Lisa Mitchell
Deputy Chair

Lisa Mitchell
Treasurer

Directors at year end

Lisa Mitchell
Lisa is a qualified accountant and managing director with responsibility for finance and operations at a niche consultancy business. She has previously been a non-executive director in the charity sector and has led finance operations teams for over 20 years in professional services firms, PWC and Arthur Andersen.
Date of first appointment: 30/10/21 – Board meetings attended during year: 4 of 4

Sara Parkin OBE
Sara is Principal Associate of The Sustainability Literacy Project, Chair of the Richard Sandbrook Trust, and a Trustee of the St Andrews Prize and the Carnegie Trust for the Universities of Scotland. She is also the author of several books and was co-founder of Forum for the Future.
Date of first appointment: 18/06/19 – Board meetings attended during year: 4 of 4

Vicky Poll
Vicky has always been passionate about creating environments for life to thrive and studied genetics at UCL to better understand our foundations and the interplay between nature and nurture. Since then, her career has been focused on people and organisational development.
Date of first appointment: 30/10/21 – Board meetings attended during year: 3 of 4

Simone Filippini
As a senior Dutch diplomat, Ambassador Filippini served as Head of the Gender, SRHR and Women's Rights department in the Netherlands Ministry of Foreign Affairs, Consul-General for the Southeastern United States and Dutch Caribbean, and Ambassador to North Macedonia. In January 2023, she started a new role as Chairperson of the Dutch International Commission for Social and Environmental Impact Assessment.
Date of first appointment: 30/10/21 – Board meetings attended during year: 4 of 4

Anup Tiwari
Anup is the Chief Community Health Officer at DocOnline Consulting, an Indo-Swedish digital health organisation. With over two decades in the development sector, Anup has extensive experience in collaborating with stakeholders in retail, institutions, CSR, HNIs, and multi- and bilateral agencies. His expertise spans healthcare, livelihood, education, early childhood development, and disaster response. Anup previously led Fund Development & Communications at SOS Children's Villages International, overseeing the 15 countries in the Asia region. He also served on the SOS Children's Villages boards in Hong Kong, Indonesia, the Philippines, and Sri Lanka. Anup honed his skills at HelpAge, Charities Aid Foundation, and CRY-Child Rights & You before taking pivotal roles at UNICEF in Indonesia and India and ActionAid Indonesia. Beginning with marketing divisions at Macmillan and Reed Elsevier, Anup holds an MBA and a diploma in Public Relations from the London School of PR.
Date of first appointment: 01/02/2025 – Board meetings attended during year: 2 of 2 – only appointed halfway through the year

Iain Heaton
Iain is a qualified accountant. He spent the first nine years of his career working at Deloitte. He then moved into the charity sector and currently is Deputy CEO & CFO for Blue Cross, the animal welfare charity. Before going into finance, he studied biology at Imperial college and is passionate about the natural world and the need for people to find a sustainable way of living alongside all the other species on earth.
Date of first appointment: 01/02/2025 – Board meetings attended during year: 2 of 2

Stacy N Taylor
Stacy is the Director of Income for Global Canopy. Over her 25-year career, she has worked with organisations focused on addressing the climate crisis, protecting human rights, improving health, and championing animal welfare. Stacy's dedication to these causes includes senior development roles at Founders Pledge, World Animal Protection, Global Witness, Physicians for Human Rights, and The Carter Center. She holds a BA in Political Science and an MA in International Affairs.
Date of first appointment: 01/02/2025 – Board meetings attended during year: 2 of 2

Simon Moore
Simon is passionate about communications for social change. Over the past 20 years, he has worked with organisations focused on HIV, sexual health, and wider global health; conflict prevention, peacebuilding and democracy; and broader international development issues. He also has experience as a strategic communications consultant for a range of third sector organisations. Simon has an MSc in Behaviour Change and an MA in International Policy and Diplomacy.
Date of first appointment: 01/02/2025 – Board meetings attended during year: 2 of 2

Senior Leadership Team

Amy Jankiewicz
Chief Executive Officer

Joshua Hill
Chief Operations & Research Officer

Jameen Kaur
Director of Advocacy & Influence

financial summary

OVERVIEW

Income fell by 54% to £1.7 million. This was largely due to lower legacy income of £1.1 million vs £2.6 million in the prior year. Donations increased slightly by 9.8% year on year.

Gift aid income is dependent on our donor mix, with corporate and payroll giving, as well as overseas donations, included in the sources of income that do not qualify for gift aid. There was no Grant income during the year. Bank interest increased by 316% due to the bank balance being consistently higher throughout the year.

We use our resources to further our charitable aims for the public benefit; to that end, we analyse our expenditure in relation to our three charitable objectives, which effectively translate into campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability). There was a focus this year on growing our work with global partners in Nigeria and Kenya.

Our overall income remained largely dependent upon legacies, which are relatively uncorrelated to donation income. There was a fall in total income of £1,473,067 in the year to 30 June 2025, and an increase in expenditure of £37,083. This resulted in a surplus of £534,368, compared with a surplus of £2,044,518 in the previous year.

The management team closely monitors financial performance to ensure the outturn aligns to the approved budget. The surplus was driven both by accounting recognition and cash inflow of legacy income.

Unrestricted reserves at the year-end amounted to £5,121,509 and cash totalled £3,408,234, both considerably in excess of the minimum level of £650,000 required by the charity's reserves policy.

INCOME AND EXPENDITURE

Income fell year on year by £1,473,067 (54%) to £1,738,246, driven by a decrease in legacy income (£1,478,933) and other small variations. New legacies in the year were from five individuals, with the largest single legacy value recognised in the year totalling £870,000. Membership income remained stable during the year and there was a substantial improvement in campaigns with campaign income rising to £90,491. Empower to Plan income was much reduced which was due to there being no Empower to Plan projects undertaken during the year.

Beyond this, our fundraising activities have focused on diversifying our income streams with campaign-focused appeals, a focus on legacy giving and increased targeting of grant-making trusts.

Expenditure increased overall by £37,083 (3%) to £1,203,877. Spending has been allocated to the three principal areas of campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability). There has been a shift in focus towards research, and therefore there was a significant increase in spending in this area of £53,665 (54%). This increase was largely offset by a decrease in spending in the other principal areas of the organisation.

We have continued to increase expenditure on fundraising, up 43% to £360,031 further committing to professionalising our fundraising capabilities and diversifying our income for a robust future. There was a decrease in spending on campaigning (down £86,796) and raising awareness (down £38,257).

RESERVES

The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of a drop in income or of other risks manifesting and to enable it to take advantage of unforeseen opportunities.

Following the most recent review, the Board has determined that the minimum level of unrestricted reserves required to meet its objectives is £650,000. Our reserves policy is based on four core pillars: short-term fluctuations income, fixed contractual commitments, general operational provision and strategic considerations. The reserve is reviewed at least annually, with a formal evaluation completed during the annual budget process to ensure reserves remain aligned to our strategic objectives and financial capabilities. Further details of how excess reserves will be run down are set out in note 16 on page 27.

At the year-end, reserves are significantly higher than the £650,000 minimum level, at £5,355,958 (of which £5,121,510 is unrestricted); 64% of this is held in cash (£3,480,234).

INVESTMENTS

No additional bank accounts or investments were opened during the year. We have cash funds spread across a number of deposit-taking institutions, with 45% of our cash funds held with CAF Bank and the remaining balance largely split between the Co-operative Bank and Triodos.

FUNDRAISING REVIEW

We can only achieve our mission of building a fair and sustainable world with the support of the general public, and our fundraising approach is built on the highest standards of integrity and transparency. We strive for inclusivity and diversity. Whether through one-off donations, regular donations, membership subscriptions or gifts in wills, each method provides an opportunity for people to engage with our cause. We update our supporters through a variety of channels – social media, emails and direct mail – ensuring our donors can easily access information on how their donations are making a difference.

Our in-house fundraising team is small but mighty. This year, we focused on developing personal relationships with philanthropists and inviting the general public and our dedicated supporters to fund a suite of appeals and matched-giving programmes. We did not engage in door-to-door, private site, street or telephone fundraising, nor did we partner with professional fundraising agencies.

We are proud members of the Fundraising Regulator and fully adhere to the Code of Fundraising Practice. We have robust procedures in place to monitor compliance with the Code, including regular reviews of fundraising materials and staff training. We take feedback seriously, and our complaints policy ensures every concern is handled with care and respect. In 2024/5, we did not receive any fundraising complaints. We continue to prioritise transparency and respect for our supporters, ensuring that no undue pressure is placed on individuals to donate. Fundraising staff are trained in fundraising safeguarding, as well as recognising and supporting individuals who may be in vulnerable circumstances.

Our approach to data privacy is rigorous. We do not sell or share donor data with third parties for marketing purposes; our privacy policy is available on our website and is reviewed annually to ensure compliance with data protection legislation; we're part of the Fundraising Preference Service, making it easy for individuals to opt out of communications if they choose, and we offer and action opt-out options in our communications.

STATEMENT OF TRUSTEES' RESPONSIBILITIES FOR THE YEAR ENDED 30 JUNE 2025

The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles of the Charities SORP (FRS 102).
- Make judgments and accounting estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006. The Trustees' Statement was approved by the Board and signed on its behalf by L Mitchell and authorised for issue on 1st February, 2026:

Lisa Mitchell

Lisa Mitchell (Acting Chair)

independent auditor's report

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF POPULATION MATTERS

Opinion

We have audited the financial statements of Population Matters (the 'charitable company') for the year ended 30 June 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the Trustees' annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made;
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

independent auditor's report

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF POPULATION MATTERS

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We obtained an understanding of the charitable company and the sector in which it operates to identify laws and regulations that could reasonably be expected to have a direct effect on the financial statements. We obtained our understanding in this regard through discussions with management, sector research and application of cumulative audit knowledge and experience.

We determined the principal laws and regulations relevant to the charitable company in this regard to be those arising from the Companies Act 2006, Charities Act 2011, and the Charities SORP.

The risks were discussed with the audit team, and we remained alert to any indications of non-compliance throughout the audit. We carried out specific procedures to address the risks identified. These included reviewing minutes of Trustee Board meetings; agreeing the financial statement disclosures to underlying supporting documentation; and enquiring of management, including those charged with governance.

To address the risk of management override of controls, we carried out testing of journal entries and other adjustments for appropriateness. We also assessed management bias in relation to the accounting policies adopted and in determining significant accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's Trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone, other than the charitable company and the charitable company's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Michael Cooper-Davis FCCA ACA
(Senior Statutory Auditor)

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP

Date: 10 March 2026

financial statements

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 30 JUNE 2025

		Unrestricted funds	Restricted funds	Total funds 2025	Total funds 2024
Income	Note	£	£	**£**	£
Donations		474,966	21,647	**496,613**	452,169
Legacies		1,144,414	-	**1,144,414**	2,623,347
Grants		-	-	**-**	68,750
Gift aid		48,463	4,140	**52,603**	53,289
Other trading activities	2	1,398	-	**1,398**	106
Investment income	3	43,218	-	**43,218**	13,651
Total income		1,712,459	25,787	**1,738,246**	3,211,312
Expenditure					
Raising funds	4	328,763	31,268	**360,031**	251,560
Charitable activities	5				
Campaigning		365,919	35,748	**401,667**	488,463
Raising awareness		290,656	-	**290,656**	328,913
Research		143,625	7,898	**151,523**	97,858
Total expenditure	6	1,128,963	74,914	**1,203,877**	1,166,794
Net income / (expenditure)	7	583,496	(49,127)	**534,369**	2,044,518
Unrealised Net gains on investments		-	-	**-**	-
Net income for the year		583,496	(49,127)	**534,369**	2,044,518
Transfers between funds		-	-	**-**	-
Reconciliation of funds					
Total funds brought forward		4,538,014	283,575	4,821,589	2,777,071
Total funds carried forward		**5,121,510**	**234,448**	**5,355,958**	**4,821,589**

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derives from continuing activities.

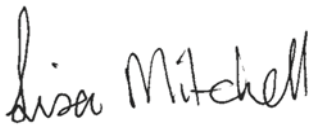
financial statements

BALANCE SHEET AS AT 30 JUNE 2025

		2025		2024	
Fixed assets	Note	£	£	£	£
Intangible fixed assets	10		**5,435**		8,653
Tangible fixed assets	11		**12,389**		8,809
			17,824		17,462
Current assets					
Debtors	12	**1,961,110**		1,521,156	
Investments	13	**-**		-	
Cash at bank and in hand	14	**3,480,234**		3,405,553	
		5,441,344		4,926,707	
Current liabilities					
Creditors: amounts falling due within one year	15	**(103,210)**		(122,582)	
Net current assets			**5,338,134**		4,804,127
Total net assets			**5,355,958**		4,821,589
Funds	16				
Unrestricted funds		**1,621,510**		1,038,014	
Designated funds		**3,500,000**		3,500,000	
Restricted funds		**234,448**		283,575	
Total funds			**5,355,958**		4,821,589

The financial statements were approved by the Board of Trustees and were signed on its behalf by L Mitchell and authorised for issue on 1st February, 2026: L Mitchell (Acting Chair) – Trustee. The policies on page 24 and notes on pages 25-27 form part of the financial statements.

Charity: 1114109
Company: 3019081



Lisa Mitchell (Acting Chair)
1st February, 2026

The financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

CASH FLOW STATEMENT FOR YEAR ENDED 30 JUNE 2025

	Notes	2025 £	2024 £
Cash flows from operating activities		**124,924**	**2,681,468**
Cash flow from investing activities			
Purchase/sale of tangible assets		(7,025)	(6,320)
Investment income		(43,218)	(13,652)
Sales of investments		-	-
Net cash used in investing activities		**(50,243)**	**(19,972)**
Change in cash and cash equivalents in the reporting period		**74,681**	**2,661,496**
Cash and cash equivalents at the beginning of the period		3,405,553	744,057
Cash and cash equivalents at the end of the reporting period		3,480,234	3,405,553
Analysis of changes in net debt			
Cash and cash equivalents as at 1 July 2024		3,405,553	744,057
Cash flows		74,681	2,661,496
Cash and cash equivalents as at 30 June 2025		**3,480,234**	**3,405,553**

See "Current assets" above for comparison

Notes to the financial statements for the year ended 30 June 2025

Note 1: Accounting policies

1.1 - Basis of preparation

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention. Population Matters meets the definition of a public benefit entity under FRS102. The functional and presentational currency is pounds sterling.

1.2 - Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

1.3 - Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

1.4 - Allocation and apportionment of costs

Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute directly to more than one activity are apportioned between those activities. Support costs which are not attributable to a single activity are apportioned between the activities being supported. Further detail on the basis of allocation of support costs can be found in note 6.

1.5 - Intangible assets

Website development costs are being amortised over their estimated useful life of 2 years.

1.6 - Tangible assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life. Office equipment – 20% on cost.

1.7 - Taxation

The charity is exempt from corporation tax on its charitable activities.

1.8 - Fund Accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9 - Pension costs and other post retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

1.10 - Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Accrued income is included at the best estimate of the amounts receivable at the balance sheet date.

1.11 - Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

1.12 - Financial Instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently recognised at their settlement value. Trade and other debtors, cash at bank and creditors are recognised at cost which is their fair value and fixed assets are valed at cost less depreciation. Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value

1.13 - Investments

Investments are measured at fair value through SOFA. Net gains and losses on revaluation are shown in the SoFA. Unrealised gains and losses are calculated as the difference between the fair value at the year end and their carrying value.

1.14 - Judgements and key sources of estimation uncertainty

No judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies. The trustees make estimates and assumptions concerning the future based on their knowledge of the charity and the environment in which it operates. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual outcome.

Note 2: Donations and legacies

	Unrestricted £	Restricted £	**Total 2025 £**	Unrestricted 2024	Restricted 2024	Total 2024 £
Donations	474,966	21,647	**496,613**	411,857	40,312	452,169
Legacies	1,144,414	-	**1,144,414**	2,305,715	317,632	2,623,347
Grants	-	-	**-**	68,750	-	68,750
Gift aid	48,463	4,140	**52,603**	49,934	3,355	53,289
	1,667,843	25,787	**1,693,630**	2,836,256	361,299	3,197,555

	Unrestricted £	Restricted £	**Total 2025 £**	Unrestricted £		Total 2024 £
Sales	35	-	**35**	56	-	56
Other income	1,363	-	**1,363**	50	-	50
	1,398	-	**1,398**	106	-	106

Note 3: Investment income

	Unrestricted £	Restricted £	**Total 2025 £**			Total 2024 £
Deposit account interest	43,218	-	**43,218**	13,651	-	13,651
	43,218	-	**43,218**	13,651	-	13,651

Note 4: Expenditure on raising funds

	Direct £	Support £	**Total 2025 £**	Total 2024 £
Fundraising direct costs	234,633	-	**234,633**	153,853
Other events	-	-	**-**	-
Advertising, promotions & website costs	4,890	-	**4,890**	5,483
Fundraising support costs	-	120,508	**120,508**	92,223
	239,523	120,508	**360,031**	251,559

Note 5: Expenditure on charitable activities

	Direct £	Support £	**Total 2025 £**	Total 2024 £
Campaigning	284,355	117,312	**401,667**	488,463
Raising awareness	186,364	104,292	**290,656**	328,913
Research	110,385	41,138	**151,523**	97,858
	581,104	262,742	**843,846**	915,234

Note 6: Analysis of support costs

	Expenditure on raising funds £	Expenditure on charitable activities £	**Total 2025 £**	Total 2024 £
Governance costs	10,948	38,304	**49,252**	92,873
Membership & finance costs	39,160	95,006	**134,166**	107,530
Website & IT costs	42,611	46,094	**88,705**	57,946
Other staff costs	15,608	48,031	**63,639**	100,704
Office costs	8,168	25,860	**34,028**	34,728
Other costs	4,013	9,447	**13,460**	15,342
	120,508	262,742	**383,250**	409,123

Note 7: Net income/expenditure

	Total 2025 £	Total 2024 £
Net income / (expenditure) is stated after charging:		
Depreciation - owned assets	**3,444**	2,352
Website costs amortisation	**3,218**	3,227
Audit fees	**19,050**	16,170

Note 8: Trustees remuneration and benefits

	Total 2025 £	Total 2024 £
Trustees' expenses	**23,420**	5,288

Note 9: Staff costs

	2025 £	2024 £
Wages and salaries	**628,274**	521,441
Social security costs	**49,753**	40,807
Pension costs	**35,390**	25,352
	713,417	587,600

The average monthly number of employees during the year was as follows:

	2025	2024
	12	11
	12	11

The number of employees whose employee benefits (excluding employer pension costs) exceeded £70,000 was:

	2025	2024
£70,001 - £80,000	**1**	1
£80,001 - £90,000	**1**	1
	2	2

The charity carries out its operations by engaging a mix of full time and part time staff, self-employed contractors and volunteers.

Note 10: Intangible fixed assets

	Website costs £
Cost	
At 1st July 2024	12,872
Additions	0
At 30th June 2025	**12,872**
Amortisation	
At 1st July 2024	**(4,219)**
Charge for year	**(3,218)**
At 30th June 2024	**(7,437)**
Net book value	
At 30th June 2024	**8,653**
At 30th June 2025	**5,435**

Note 11: Tangible fixed assets

	Office equipment £
Cost	
At 1st July 2024	21,325
Additions	7,307
Disposals	(1,106)
At 30th June 2025	**27,526**
Depreciation	
At 1st July 2024	(12,517)
Disposals	823
Charge for year	(3,444)
At 30th June 2025	**(15,138)**
Net book value	
At 30th June 2024	**8,809**
At 30th June 2025	**12,389**

Note 12: Debtors: Amounts falling due within one year

	2025 £	2024 £
Accrued income	**2,336**	3,017
Other Debtors	**-**	911
Gift aid debtors	**6,721**	3,841
Legacies accrued	**1,931,882**	1,495,528
Prepayments	**20,171**	17,859
	1,961,110	1,521,156

Note 13: Current asset investments

	2025 £	2024 £
Listed investments	**-**	-

Note 14: Reconciliation of net expenditure to net cash flow from operating activities

	2025 £	2024 £
Net movement in funds	**534,368**	2,044,518
Depreciation & amortisation charge	**6,663**	5,578
(Increase)/decrease in debtors	**(439,954)**	651,950
Increase/(decrease) in short term creditors	**(19,371)**	(34,229)
Investment income	**43,218**	13,651
	124,924	2,681,468

Note 15: Creditors: Amounts falling due within one year

	2025 £	2024 £
Trade creditors	**11,865**	17,847
Accrued expenses	**69,998**	87,886
Other Creditors	**21,347**	16,849
	103,210	122,582

Note 16: Movement in funds

	At 1.7.24 £	Income £	Expenditure £	Transfers In/Out £	**At 30.6.25 £**
Unrestricted funds					
General Fund	1,038,014	1,712,458	(1,128,962)	-	**1,621,510**
Designated funds					
Stratefic Development	3,500,000	-	-	-	**3,500,000**
Restricted Funds					
Empower to Plan	29,096	2,172	(31,268)	-	**-**
Overheads	-	-	-	-	**-**
Research	7,898	-	(7,898)	-	**-**
Smaller families	246,581	23,615	(35,748)	-	**234,448**
	283,575	25,787	(74,914)	-	**234,448**
Total	**4,821,589**	**1,738,245**	**(1,203,876)**	**-**	**5,355,958**

Note 16: Movement in funds (continued)

Movement in funds 2023-24

	At 1.7.23 Restated	Income	Expenditure	Transfers In/Out	**At 30.6.24**
Unrestricted funds					
General Fund	2,728,187	2,850,013	(1,040,186)	(3,500,000)	**1,038,014**
Designated Funds					
Strategic Development	-	-	-	3,500,000	**3,500,000**
Restricted Funds					
Empower to Plan	38,986	43,667	(53,557)	-	**29,096**
Research	9,898	-	(2,000)	-	**7,898**
Smaller families	-	317,632	(71,051)	-	**246,581**
	48,884	361,299	(126,608)	-	**283,575**
Total	**2,777,071**	**3,211,312**	**(1,166,794)**	**-**	**4,821,589**

Strategic Development
The Strategic Development Fund ('the Fund') is designed to fund a range of structural developments we will implement, with £2.75m planned to be used before 2030, and the remainder by 2033. These developments will enable us to scale up our impact, both to achieve our strategic goals until 2030, and beyond. They include one-off costs associated with:

- Establishing a dedicated Research Team to expand PM's existing research capabilities.
- Establishing a model of overseas hubs, in which we will work alongside our strategic partners.
- Establishing a wider international partnership programme.

We will distribute the Fund across these areas as the circumstances dictate. We will also have ongoing funding needs for the various projects we will undertake, capitalising on these structural developments. We have constructed a five-year forecast designed to invest the Fund with maximum long-term social and financial return on investment. We have also been mindful not to increase our planned fixed cost base excessively, to avoid incurring repeated deficits once we have spent the Fund.

Recent large legacy income has enabled us to invest as described above, and we are honoured that people have chosen to support us in this way. However, beyond this, our income base is not currently sustainable, because this income has come from a small number of gifts. We will, therefore, invest some of the Fund to both diversify our income base and to improve our legacy income – return on investment on the latter will be seen predominantly after 2030.

Restricted Funds
Empower to Plan is funding to deliver family planning projects on the ground. Research covers promotional costs associated with some of our commissioned research. Smaller families relates specifically to campaigns which encourage individuals to consider the size of their families.

Note 17: Analysis of net assets by fund

	Unrestricted	Restricted	Total
Intangible assets	5,435	-	5,435
Tangible assets	12,389	-	12,389
Current assets	5,103,686	234,448	5,338,134
	5,121,510	**234,448**	**5,355,958**

Note 18: Related party disclosures

There were no related party transactions for the year ended 30th June 2025 (2024: None)

Reference and administrative details

Registered company number: 3019081 (England and Wales)
Registered charity number: 1114109 (England and Wales)
Registered office: The Chandlery, 50 Westminster Bridge Road, London SE1 7QY UK

Auditors

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street, London W1S 4AP

Bankers

CAF Bank – 25 Kings Hill Avenue, Kings Hill, West Malling ME19 4JQ
Triodos Bank – Deanery Road, Bristol BS1 5AS
Co-operative Bank – 1 Balloon Street, Manchester M4 4BE

All Populations Matter

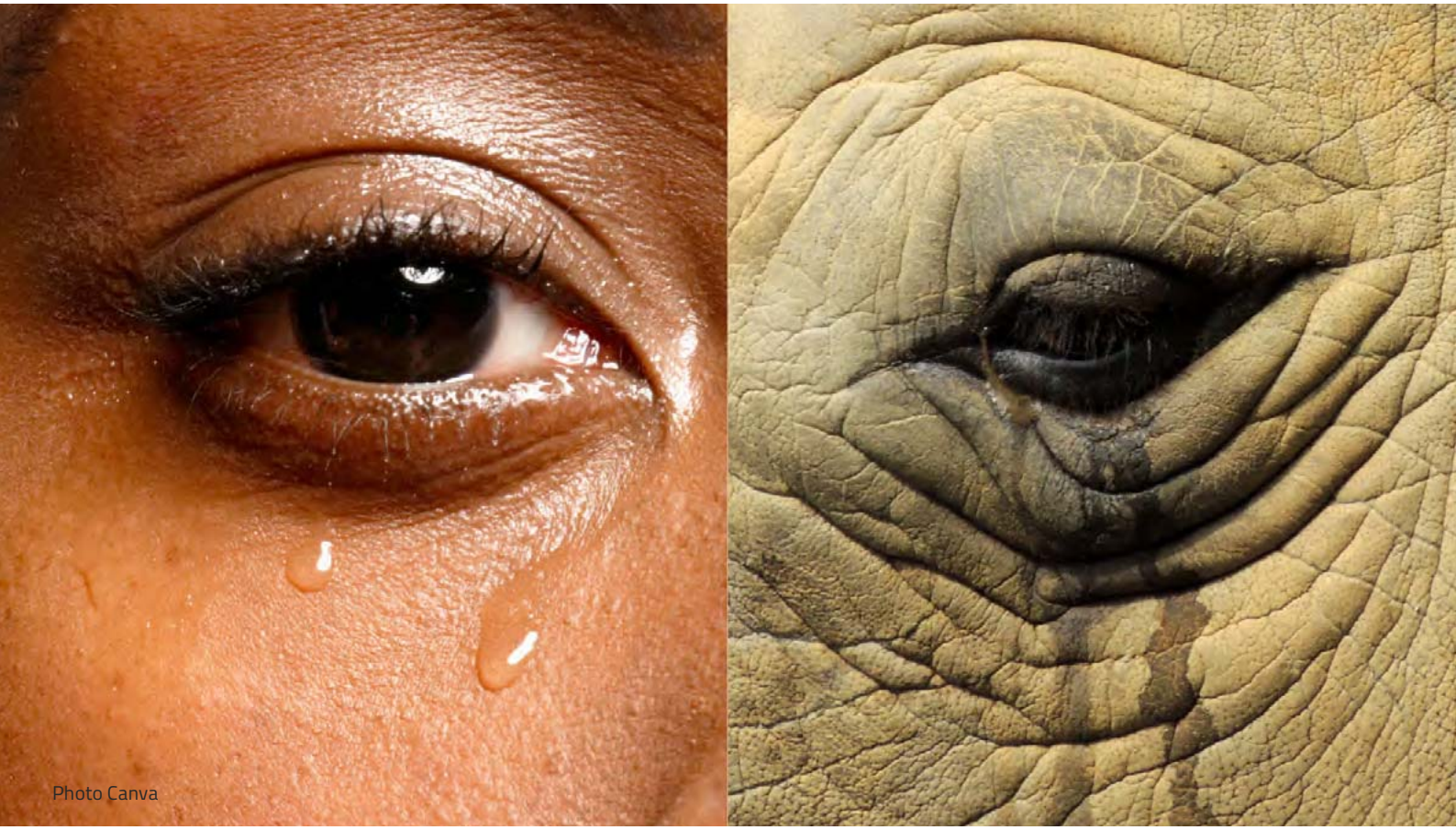


Photo Canva

Our vision is of a world in which our human population lives fairly and sustainably with nature and each other.

Our mission is to address the negative consequences of ever more people using ever more of the planet's resources, and to inspire and engage with others to find, share and promote ways to make our vision a reality as quickly as possible.

DISCOVER MORE AT POPULATIONMATTERS.ORG

Population Matters is a UK-based charity. Using evidence, we advocate and advise decision-makers on the interconnections between population, health, and the environment. We are committed to human rights, women's empowerment and global justice.

POPULATION MATTERS™

Population Matters

England & Wales - Charity number 1114109

Accounts

ALL POPULATIONS MATTER

Annual Report

July 2023-June 2024

POPULATION MATTERS™

Every choice counts

> As I see it, humanity needs to reduce its impact on the Earth urgently and there are three ways to achieve this: we can stop consuming so many resources, we can change our technology and we can reduce the growth of our population.

Population Matters patron, Sir David Attenborough

Population Matters is a UK-based charity working globally to achieve our vision of humanity co-existing in harmony with nature and prospering on a healthy planet. We drive positive action through fostering choices that will help achieve a sustainable human population and regenerate our environment. We promote positive, practical, ethical solutions to enable everyone to enjoy a decent quality of life whilst sustaining the natural ecosystems upon which all life depends.

We believe that ALL POPULATIONS MATTER.

populationmatters.org
PopulationMatters
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popnmatters
PopulationMatters
@populationmatters

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IUCN Member

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How we're working to put our plans into meaningful action, to demonstrate that achieving a sustainable future for people and planet is possible.

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From insightful reports to attending key conferences, this year has been a busy one for Population Matters. We're also continuing to build global partnerships that are making a real difference to communities across the world.

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Acknowledging the amazing people who support us, enabling us to develop our global impact.

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The individuals whose varied expertise and passion for both people and the environment provide valuable endorsement for our work.

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statement by the chair

> We're well positioned to champion initiatives that weave together women's capacity to manage their own fertility and the health of their families, while also safeguarding the environment on which they, and the rest of us, depend so absolutely.

Our 2023-24 financial year straddled the departure of Robin Maynard, Executive Director, and the arrival of Amy Jankiewicz, who took over leadership of Population Matters as our new CEO. Amy not only saw us through this transition effectively and efficiently, but also didn't miss a step in the process of preparing our next five-year strategy, which kicks in from January 2025.

Assuring continuity and building on our strengths, while preparing for a significant broadening of our ambitions, is the storyline of this report.

None of it would have been possible without the tremendous contribution from the staff of Population Matters. So many thanks are due to them, and to my co-Trustees for all their hard work over this year.

I extend this thanks to all Population Matters' donors and supporters; together you have ensured that not only was 2023-2024 a successful year, but also that we can look forward with financial as well as strategic confidence to 2025 and beyond. As Amy points out on page 5, looking forward has been made easier because of the strong starting points.

We've been able to work with partner organisations and people in countries such as Nigeria and India, where the practical and political reality can be very different from here in Europe – not least because there is a deeper understanding about how intimately the wellbeing of people and nature is entwined. This is something that high resource consuming countries are having to relearn – although so far, not quickly enough.

This will be my last Annual Report, as my second term of office as Chair of the Board finishes at the end of the next financial year. Therefore, it's a good time to reflect on the changes at both Population Matters and the world around us over the last five years.

Early on, we adopted a modern system of governance, and we have learnt to become more 'professional' in how we organise ourselves and communicate. While easier to say than do, it's been well worth it. We've been able to broaden the scope of our activities and campaigns, and, as you will see in this report, achieve more impact.

Looking forward, I feel Population Matters is ready to take a higher profile. We're also well positioned to champion initiatives that weave together women's capacity to manage their own fertility and the health of their families, while also safeguarding the environment on which they, and the rest of us, depend so absolutely.

Population Health Environment is a tri-partite strategy that makes so much sense locally, as well as at national and international policy level. Although, as someone who has been campaigning for more than 50 years, I find it very hard to understand why we seem to be as far away from implementing it as ever!

I urge you to read more about it on our website. Visit **populationmatters.org** and search for 'What is Population Health Environment?'.

It remains for me to wish Population Matters, and everyone involved with the organisation, courage, energy and every success. And to others reading this – if you aren't doing so already, please find out more about our vital and valuable work, donate and support us as much as you are able.

Sara Parkin OBE
Chair, Population Matters

> Our greatest worry of all is human population growth, in my opinion. So, we've got to start talking about this.
>
> **Chris Packham, Population Matters patron**

Our growing numbers threaten everyone's right to a fair share on a healthy planet over the critical decades ahead.

Population Matters is the **only charity in the UK** dedicated to talking about population growth and how it impacts our lives, choices and opportunities and the other species we share our planet with.

Population Matters connects the dots and speaks up when no one else will.

Population Matters promotes positive, practical, ethical solutions. We believe that all women have a universal right to voluntary family planning, education, and economic independence.

Population Matters encourages smaller families and inspires people to reduce excessive consumption to help us all to live within our planet's natural limits.

Population Matters believes that a better future is possible – one where humanity co-exists in harmony with nature, prospering on a healthy planet.

> PM does great work across the world in advocating for gender equality and women's rights, and encourages practical, voluntary steps to reduce our consumption and environmental footprint.
>
> **PM supporter Alice Morley (pictured on page 12) who undertook a 10k run to raise funds for us**

> PM's campaigning and practical support will, I believe, help achieve informed decisions by prospective parents and also encourage governments to consider more support for the practicalities of family planning.
>
> **PM supporter John Waldron, who organised a family fell walk fundraiser with his daughters**

POPULATION MATTERS IS

chief executive's message

> The world is changing. The human population is due to hit 10 billion in a matter of decades. It is not sustainable, and we need a new approach to tackle the urgent challenges ahead.

As the new chief executive of Population Matters, I approach this review as Janus, the Roman god of beginnings and endings. Taking over in March 2024, I inherited an organisation with a powerful history, brimming with energy and creativity. My role is to shape this energy and creativity inherent in all we do and point it at the future.

The world is changing. The human population is due to hit 10 billion in a matter of decades. It is not sustainable, and I recognise that we need a new approach to tackle the urgent challenges ahead.

Overpopulation plays a huge part in many of the crises this planet and all its inhabitants face. Those crises include deforestation, massive exploitation of the oceans, pollution, overconsumption of resources way beyond what is sustainable and the destruction of ecosystems and species that sustain life on earth and climate change.

Bending down the growth of human population and, over time, reducing numbers – organically, consensually and through personal choice – is vital. It must be done by empowering women, supporting gender equality and standing up for human rights.

So, as I move forward with a new team of senior leaders at Population Matters, my colleagues are focused on working at the intersection of ecology, rights and female empowerment, viewed always through the lens of population.

This is not a radical rejection of the past. Our foundations are sound, and we are building on them. It is, however, a new narrative, a new focus and a new way of codifying and clarifying our approach.

What Population Matters has achieved to date is strong. Some highlights include:

- The **Nigeria Population Conversation**, organised by Population Matters and our in-country partner Civil Society Legislative Advocacy Centre (CISLAC). Today, Nigeria has the largest population growth of any country on earth. Our work with CISLAC brough population issues into the media and we are strengthening our relationship with CISLAC to undertake more work together.

- Our report ***Vanishing Icons*** (2023), which detailed six case studies of charismatic megafauna at risk of extinction due to the pressure of human population growth.

- We have been working intensely in the Population Health Environment (PHE) space. PHE – a development approach that recognises the links between communities, their health and the natural resources upon which they depend – focuses on voluntary family planning information and services, environmental conservation, and education. PHE is perhaps the pivot from the past to the Population Matters future, and we will be redoubling our efforts in the coming months and years.

- Another area where Population Matters has been strong – and which presages the future – is our original research. In 2021 we produced a powerful report on pronatalism. ***Welcome to Gilead*** exposed how politicians across the world are justifying the restriction of women's reproductive rights because of fears of population decline.

This is work we will continue. Finding our unique voice and bringing our unique contribution to the debate will allow us to normalise conversations about population growth. Currently, it is often a taboo subject, and we need leaders to understand and embrace population challenges if we are to solve the world's environmental problems. We are interdependent. We cannot muscle through the current crisis, consuming more indefinitely.

We believe that a future in which a sustainable population co-exists in harmony with nature and prospers on a healthy planet, to the benefit of all, is possible. Our commitment to achieving this remains absolute. As our patron, Sir David Attenborough, says: "***All our environmental problems become easier to solve with fewer people, and harder – and ultimately impossible – to solve with ever more people.***"

I believe all populations matter. As we review the past and embrace the future, this will be our guiding star for all we do.

Amy Jankiewicz
CEO, Population Matters

our new vision and mission

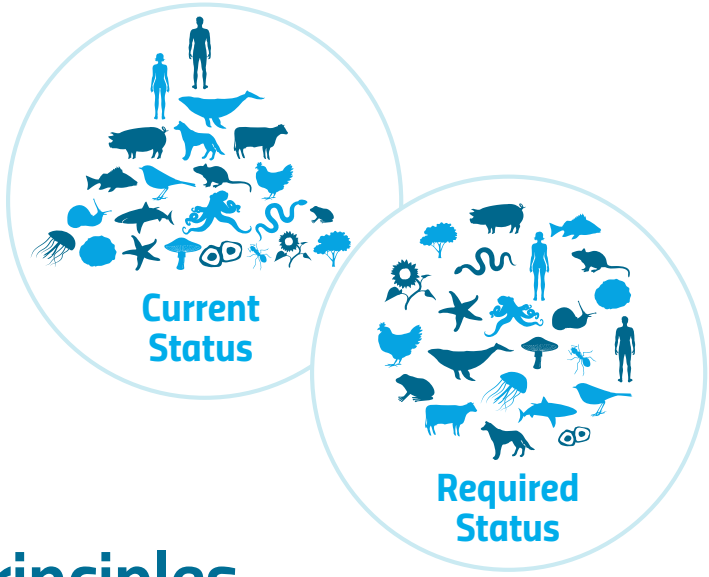
Our vision, as we build on our strengths and begin a new chapter of the Population Matters story, is of a world in which our human population lives fairly and sustainably with nature and each other.

Our mission is to address the negative consequences of ever more people using ever more of the planet's resources and to inspire and engage with others to find, share and promote ways to make our vision a reality as quickly as possible.

Photo by James Wheeler on Unsplash

our values

- We use evidence-based research and learning to improve ourselves and our outcomes
- We work through local and global partnerships
- We are open and committed to truth
- We promote women's choices



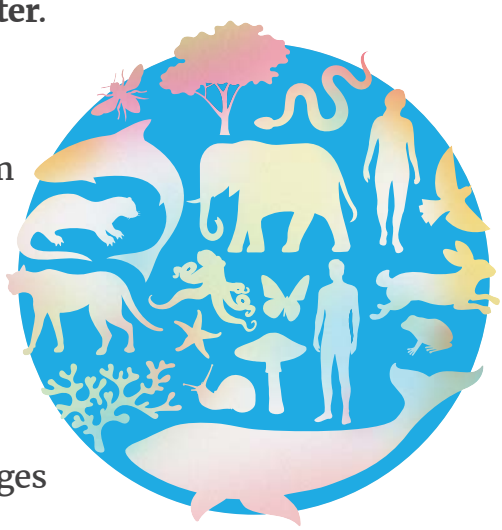
our organisational principles

- Efficiency
- Collaboration
- Respect
- Inclusive leadership

our new strategy

We have set out a new, five-year strategic plan to 2030. The effects of a rising human population include the destruction of the planet through deforestation, pollution and the accelerating extinction of many species on which the health of the planet depends. We are interconnected and all species rely on each other. Therefore, our strategic focus is that **all populations matter**.

Mission oriented goals



1. As the go-to organisation for leadership on human population matters, by 2030 we will have established firm footprints in three global regions, working with partners to empower people to make sustainable choices about their family size, as well as creating supportive social and cultural change.

2. By 2030, we will have established a ground-breaking, evidence-based research programme that sheds light on, and offers solutions to, the personal and political challenges posed by human population growth.

3. By 2030, we will have normalised the discourse around human population and influenced the understanding of its impact on the planet in local, national and international policy agenda, especially through promoting examples of how to effect positive change.

Organisational oriented goals

4. By 2030, we will have the foundations of a global funding model that is diverse and sustainable.

5. By 2030, we will be an internationally reputable organisation and considered to be a great place to work.

OUR CHARITABLE OBJECTIVES FOR PUBLIC BENEFIT ARE:

1) To advance the education of the public in issues relating to human population worldwide and its impact on environmental sustainability.

2) To advance, promote and encourage research to determine optimum and ecologically sustainable human population levels in all or any part or parts of the world and to publicise the results of such research.

3) To advance environmental protection by promoting policies, in the UK or any other part or parts of the world, which will lead or contribute to the achievement of stable humanpopulation levels which allow environmental sustainability.

In setting these objectives we have had due regard to the charity commissioners' guidance in section 17 of the Charities Act 2011.

our impact

The pledges outlined in our previous Annual Report (2022-2023) included forging new alliances and relationships, making our presence known at key international events, and maximising the value of our research. During the 2023-2024 reporting year, we delivered on these commitments.

Population Matters published six reports, highlighting the issues raised by a burgeoning human population, as well as offering solutions to those challenges.

July 2023: People Power not state power – population policies that work

This was a good news story which exploded the myth that population control, such as the Chinese one-child policy, was the only way to reduce growth.

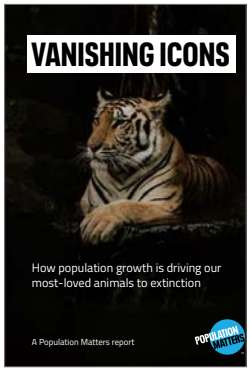
In fact, as People Power demonstrated, giving people the means to make informed choices is far more effective.

October 2023: Vanishing Icons

This in-depth report detailed how population growth is driving our most loved animals to extinction.

Since 1970, the global human population has increased from 3.7 billion to now over 8 billion.

In the same time frame, global wildlife populations have plummeted by 69% on average.



February 2023: The lifecycle of a smartphone

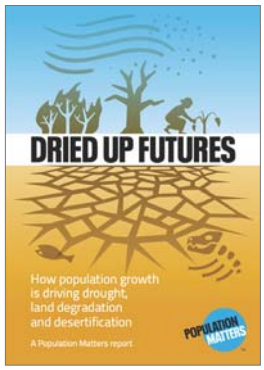
This blog, with accompanying animation, unpacked the environmental impact of buying a smartphone, revealing the unseen damage the production of each new smartphone causes the planet.

March 2024: Breaking Silos

This independent report, coordinated by Population Matters, detailed the impact of population growth on vulnerable communities and the continuing reluctance to talk about reproductive rights and population as interconnected topics.

June 2024: Dried Up Futures

This devastating report examined how drought and desertification are driven by population growth, demonstrating the urgent need to act now to save our future.



October 2023: Population Health Environment (PHE) advocacy work

Following our campaign for the UK government to fund Population Health Environment (PHE) projects, we received a positive response from the Foreign, Commonwealth, and Development Office (FCDO.

our impact

Population Matters hosted and attended a range of events to raise awareness of the pressing issues surrounding a growing and unsustainable global population and its impact on people and the planet.

July 2023: World Population Day

For World Population Day, Population Matters ran two online events.

Our **Change Champion Awards** celebrated people's effective and brave work promoting reproductive rights, defending the environment, and enlightening the public about the challenges we face and the solutions that are available.

Our **Is Education the Magic Bullet?** webinar looked at the critical links between education, population, women's empowerment and the environment. The speakers brought a wide range of perspectives articulating their contrasting but powerful personal experiences.

September 2023: Sustainability Education Conference, India

Population Matters was invited to speak at the Fifth International Conference on Sustainability Education in New Delhi, where an entire session was devoted to issues around population.

February 2024: Population Conversation, Nigeria

We ran the Nigeria Population Conversation. Around 90 people from across the country gathered in Abuja to discuss population growth – one of Nigeria's greatest challenges. Attendees represented campaign groups, government, researchers, environmentalists and experts from across Nigeria. This event has inspired us to build closer ties with partners overseas.

March 2024: Breaking Silos webinar

Population Matters hosted an insightful webinar featuring two of the report's authors Dr Céline Delacroix and J Joseph Speidel, both Senior Fellows of The Population Institute, USA.

our impact

Population Matters supported partners and colleagues to enable them to attend key events. This provided the opportunity for diverse voices to be heard on global platforms.

July 2023: Women Deliver Conference

We supported Joan Kembabazi, the founder of the Ugandan organisation Gufasha Girls Foundation and a Population Matters Choice Ambassador, to attend the Women Deliver Conference in Rwanda. The conference attracted more than 6,000 participants, including world leaders, policymakers, feminist activists, academics and representatives from non-governmental organisations with the goal of advancing gender equality, health, rights and wellbeing of girls and women.

November 2023: COP 28

Population Matters Choice Ambassadors Joan Kembabazi, along with Dorcas Wakio, an environmental and climate activist from Kenya, and Nyombi Morris, a Ugandan environmental and justice activist, attended COP 28 in Dubai. The team of three contributed their thoughts and experiences to critical topics such as the climate, gender and conflict nexus, highlighting both challenges and solutions.

March 2024: CSW session at the UN

Colleagues attended the UN's 68th session of the Commission on the Status of Women (CSW68) at the UN in New York for the first time. Leaders from the gender equality space came together to document the reality of women's lives around the world, whilst shaping global standards on gender equality and the empowerment of women. The highlight was sharing our reports, including ***Breaking Silos***, with UN officials.

April 2024: Population and Development Conference

A team also attended the UN's Commission on Population and Development (CPD57), contributing to a consultation by the UN.

our impact

EMPOWER TO PLAN

Empower to Plan, our small-grants programme, champions pro-choice, ethical, and culturally sensitive solutions in sexual and reproductive health and rights (SRHR), gender equality, environmental conservation, and Population, Health, and Environment (PHE) initiatives.

By partnering with grassroots organisations, the programme empowers communities, especially women and youth, to take charge of their fertility, health, and environment. This year, our projects have made lasting impacts – from conflict-ridden South Sudan to the coastal shores of the Philippines.

In South Sudan, where political instability and entrenched patriarchy limit opportunities for women, the National Women Empowerment and Rehabilitation Organization (NWERO) is driving change.

With support from Empower to Plan, NWERO trained 25 women in SRHR, focusing on preventing sexually transmitted infections and addressing gender-based violence (GBV). Their outreach expanded to over 125 people, promoting family planning and GBV prevention, and through local radio broadcasts, they reached 120,000 listeners. NWERO's efforts secured them a seat in the national Adolescent Sexual Reproductive Health Technical Working Group, positioning them as key contributors to national SRHR policy.

On the Philippines coast, where the community of Sapao relies on fishing for survival, PATH Foundation Philippines, Inc. (PFPI) embraced the PHE model to address both health and environmental challenges.

PFPI led to the creation of a five-hectare, women-managed area (WMA) for mangrove conservation, spearheaded by 35 local women. This initiative not only strengthened livelihoods but also empowered women in decision-making roles, as mangrove conservation affects the fisheries ecosystem.

PFPI trained more than 100 women and community members in SRHR, fisheries managemand leadership, laying the groundwork for long-term gender equality and environmental stewardship. More than 20 women were trained in alternative livelihood opportunities, boosting economic independence.

To ensure sustainability, PFPI and the community developed a five-year management plan.

Meanwhile, in Nairobi's informal settlements, AWOCHE Foundation tackled the intertwined crises of SRHR and environmental degradation head-on. Through targeted mentorship, AWOCHE equipped 100 adolescents with SRHR knowledge and life skills while training 10 school ambassadors in SRHR and environmental leadership.

They also established health clubs in 10 schools and organised clean-up and tree-planting campaigns to promote environmental stewardship. Partnering with former Empower to Plan partner KOMB Green Solutions, they debunked contraception myths and trained 10 community volunteers to spread accurate family planning information. AWOCHE's holistic approach integrated SRHR education with environmental activities, including a community radio show aimed at reducing teenage pregnancies.

Empower to Plan is equipping communities with the tools, knowledge and support to build healthier, more equitable, and sustainable futures. This is driving long-term progress in some of the world's most vulnerable regions, proving that local solutions can spark global impact.

our supporters

A huge thank you to our members and supporters.

Put simply, we would not exist without those who support us.

We appreciate every single bit of support we get. We are particularly indebted to our Catalyst Members, including:

Alastair Adams, Julian Audsley, Mrs Abigail Bagshaw, Ms Janet Beal, Dr P Bermingham, Emma Blythman, Mr Scott Carlton, Mr Clive Catherall, Mr William Gornall, Emeritus Professor John Guillebaud, Dr Reza Hossain, Roger Jarrett, Winston Jen, Mr Alan Johnson, Mr Christopher Lawson, Mr Damien McBraida, Mr François Micheli, Mr Norman Pasley, Dr Sofia Pineda Ochoa, Mr Martin Rayner, Mr Iain Richardson, Dr Stefan Sellbjer, Mr John Starbuck FRGS, Mr Nigel Stevenson, and Richard Vernon.

We are always honoured when people choose to make gifts in their wills, or in the memory of someone close to them, to us.

We are very grateful for the legacy we received, in memory of **Judith Olwyn Todd**, from Mr Raymond Todd.

We would also like to thank the Rufford Foundation for their kind support.

The Rufford Foundation
www.rufford.org @ruffordgrants

82%
of supporters and members expressed satisfaction with their experience with us
Annual Survey 2023

Our supporters made our Christmas appeal, supported by our friends at The Big Give, our most successful yet, raising well over £20,000.

Whether you ran for us or baked for us, you raised money to help us work towards creating a sustainable population.

Once again, 82% of people who responded to our annual survey expressed satisfaction with their experience with us. While we are pleased, we continue to strive to give everyone who supports us the best experience possible.

You also told us about your interests, in global population growth, climate change, nature and biodiversity, and we will continue to listen – and we will continue to strive to bring the population conversation to a wider audience.

our patrons

We are honoured to count the following individuals as our patrons. With their varied expertise and passion for both people and the environment, our patrons help to emphasise the importance of concern about human population for achieving a sustainable future. We thank them for their high-profile, visible support of our vision and mission.

Sir David Attenborough OM CH CVO CBE FRS FZS FRA

Internationally respected naturalist, broadcaster and presenter of several seminal series including *Blue Planet*. In 2022, he received the United Nations Environment Programme's (UNEP) Champions of the Earth Lifetime Achievement Award, recognising his advocacy for the protection of the natural world.

Dame Jane Goodall PhD DBE

Founder of the Jane Goodall Institute and UN Messenger of Peace. Her field research redefined the relationship between humans and animals in ways that continue to emanate around the world.

Chris Packham

Naturalist, campaigner, nature photographer, broadcaster and author. In 2014, Chris was voted 'Conservation Hero of the Year' in the Birders' Choice Awards. In 2016, he earned the top honour at the Wildscreen Panda Awards in recognition of his contribution to wildlife filmmaking, conservation and the public's understanding of the environment.

We would also like to extend our thanks to our Expert Advisory Group – individuals from a wide range of disciplines whose expertise and advice we have been able to draw upon.

Dr Muhtari Aminu-Kano, Wendo Aszed, Prof Ugo Bardi, Dr Patrick Curry, Dr Edu Effiom, Dr Rebecca Foljambe, Dr Jane O'Sullivan, Alisha Graves, Laurel Hanscom, Graeme Maxton, Prof Fred Naggs, Prof William Rees, William Ryerson, Prof Jeroen Van Den Bergh and Prof Peter Wadhams.

Leilani Münter

Ex-race car driver, child-free champion and environmental campaigner.

Jonathon Porritt CBE

Director of Forum for the Future, former Chair of the UK Sustainable Development Commission, President of Population Matters.

Prof Sir Partha Dasgupta FRS FBA

Frank Ramsey Professor of Economics, University of Cambridge.

Prof Paul Ehrlich ForMemRS

Bing Professor of Population Studies, Stanford University.

Prof John Guillebaud

Emeritus Professor of Family Planning and Reproductive Health, University College, London, and Medical Director, Margaret Pyke Centre for Family Planning.

Gordon Buchanan MBE

Wildlife filmmaker and presenter. He was presented with an MBE for services to charity and wildlife conservation.

Adrian Hayes

Record-breaking polar explorer and adventurer, speaker, coach, campaigner and author.

Malcolm Potts MB BChir PhD FRCOG

Professor in Maternal and Child Health and former holder of the Fred H. Bixby Endowed Chair in Population and Family Planning of the University of California.

Judy Ling Wong CBE

Hon President of Black Environment Network (BEN), focused on integrating environmental, social and cultural issues in the context of sustainable development.

Susan Hampshire OBE

Actress and population campaigner.

structure, governance and risk

Organisation Structure

Population Matters is a UK charity regulated by the Charity Commission (No 1114109) and a company limited by guarantee as defined by the Companies Act 2006 (No 3019081). It is governed by its Articles of Association. Until 2011, Population Matters was known as Optimum Population Trust. The registered named was formally changed in April 2023 to 'Population Matters'.

Board activities and composition

The Board meets quarterly to review the strategy and performance of Population Matters. Board meetings were held physically, with sub-committee meetings held virtually. To facilitate effective operations, the Board has delegated authority to the Chief Executive Officer, supported by the senior leadership team, for the management and implementation of operational strategy, staff, operations, finance, risk and governance. There are two Board sub-committees: the Finance, Risk, Investments and Audit Committee (FRIA), chaired by the Treasurer and the Nominations and Remunerations Committee, chaired by the Chair.

The Articles, which have been reviewed and revised during the year, provide for Board members to be appointed for a fixed term of three years, renewable once before at least a one-year break, with a provision that allows a Board member to serve longer, subject to an annual review, if other Board members consider exceptional circumstances justify it.

The recruitment of new Board members is managed by our Nominations and Remunerations Committee, using the widest possible networks and a rigorous appointment process, to ensure that we are finding Board members with the knowledge, experience and networks the charity needs to maximise its future impact.

New Board members are provided with an induction to their role through the provision of a range of internal information and guidance relating to the charity, as well as direction to sources of best practice.

Remuneration

Staff remuneration is reviewed annually. We have a salary grid based on a comparison of published salary scales to ensure that remuneration is consistent with that paid for similar roles in charities of a similar size. Board members give their time voluntarily and are not remunerated other than for modest expenses. No Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Risk

The Board has a duty to manage the charity's resources responsibly and to ensure that there is an effective risk management process in place. Board members are assisted in meeting their responsibilities by the Finance, Risk, Investment and Audit Committee (FRIA), which oversees the Risk Management Process, making recommendations regarding present and future risks. Our Risk Register identifies the types of risks we face, rates them in terms of potential impact and likelihood and identifies risk management/ mitigation measures and is reviewed regularly. Risks are categorised into five domains: financial, operational, people, strategic and reputational. An evaluation of new and changed risks forms part of the regular meetings of the senior management team and a review of principal risks is included in the papers of each Board meeting.

We review and refresh our strategy regularly, ensuring that it is sufficiently flexible to enable us to take advantage of unexpected opportunities as they arise. Reputational risk is reduced through clear and strong rebuttal of any misrepresentation and false allegations, and by the firm management of our communications. In terms of nurturing our staff, we have a regular appraisal process which ensures that staff remain motivated and committed. We regularly review our data practices and cyber security, ensuring that key data and systems are backed up and appropriate safeguards put in place. We have made a number of operational improvements throughout the year to reduce risk, tighten processes and ensure they remain aligned, across all functions, to achieving our strategic objectives.

Officers at year end

Sara Parkin OBE
Chair

Lisa Mitchell
Interim Deputy Chair,
Treasurer

Directors at year end

Pip Hayes
A semi-retired GP in Devon, Pip was a member of the PM Board previously and has recently re-joined. She is also a board member of the Tamar Faculty of the Royal College of General Practitioners and a non-executive board member of Devon Doctors.
Date of first appointment: 06/10/18 - Board meetings attended during year: 3 of 3

Lisa Mitchell
Lisa is a qualified accountant and managing director with responsibility for finance and operations at a niche consultancy business. She has previously been a non-executive director in the charity sector and has led finance operations teams for over 20 years in professional services firms, PWC and Arthur Andersen.
Date of first appointment: 30/10/21 - Board meetings attended during year: 3 of 3

Sara Parkin OBE
Sara is Principal Associate of The Sustainability Literacy Project. She is a co-founder of Forum for the Future and has served in many activist, advisory and governance roles. She has authored several books, with the one she is currently working on provisionally titled 'What Does Good Like?', due out in 2025.
Date of first appointment: 18/06/19 - Board meetings attended during year: 3 of 3

Vicky Poll
Vicky has always been passionate about creating environments for life to thrive and studied genetics at UCL to better understand our foundations and the interplay between nature and nurture. Since then, her career has been focussed on people and organisation development.
Date of first appointment: 30/10/21 - Board meetings attended during year: 2 of 3

Simone Filippini
As a Dutch diplomat, Simone served as Head of the Gender, SRHR and Women's Rights department in the Netherlands Ministry of Foreign Affairs, Consul-General for the Southeastern United States and Dutch Caribbean, and Ambassador to North Macedonia. In January 2023, she started a new role as Chairperson of the Dutch International Commission for social and environmental Impact Assessment.
Date of first appointment: 30/10/21 - Board meetings attended during year: 3 of 3

Senior Leadership Team

Amy Jankiewicz
Chief Executive Officer

Joshua Hill
Head of Finance and Operations

Dominic Nutt
Interim Head of Campaigns and Communications

Shoaban Nair
Head of Fundraising and Engagement

financial summary

OVERVIEW

Income rose by 8% to £3.2 million. This was largely due to legacy income of £2.6 million which included a restricted legacy of £317K for use in our Smaller Families campaign. Donations remained consistent with a small increase of 1.4% year on year. Gift aid income is dependent on our donor mix, with corporate and payroll giving, as well as overseas donations, included in the sources of income that do not qualify for gift aid. Grant income was much reduced (55%), as we came to the end of the 2021-24 strategy period, and focused on developing our future plans.

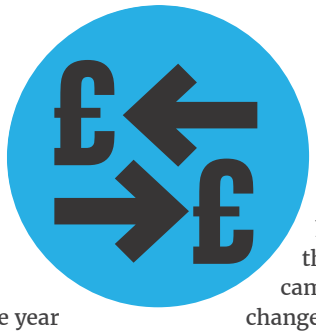
We use our resources to further our charitable aims for the public benefit; to that end, we analyse our expenditure in relation to our three charitable objectives, which effectively translate into campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability). There was a focus this year on growing our work with global partners including our Population Conversation Event in Nigeria.

Our overall income increased slightly, largely because of legacies, which are uncorrelated to donation income. There was a rise in total income of £246,956 in the year to 30 June 2024, and an increase in expenditure of only £115,694. This resulted in a surplus of £2,044,518, compared with a surplus of £1,913,256 in the previous year. The management team closely monitors financial performance to ensure the outturn aligns to the approved budget. The surplus was driven both by accounting recognition and cash inflow of legacy income.

Unrestricted reserves at the year-end amounted to £4,538,014 and cash totalled £3,405,553, both considerably in excess of the minimum level of £650,000 required by the charity's reserves policy.

INCOME AND EXPENDITURE

Income grew year on year by £246,956 (8%) to £3,211,312, driven by an increase in legacy income (£299,955) offset by reductions in grants (£56,808), and other small variations. New legacies in the year were from twelve individuals, with the largest single legacy totalling £1,456,240. The recent increase in legacy income has given us the opportunity to begin reviewing our fundraising function, with a view to investing in building the foundations we need to create a range of sustainable income streams.



Expenditure increased overall by £115,694 (11%) to £1,166,794. Spending has been allocated to the three principal areas of campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability), all of which rose during the year.

Expenditure on campaigning increased by £138,673 (40%) as we focussed on growing our relationships with overseas partners including significant work in India and Nigeria. These partnerships are expected to continue into the coming year.

Expenditure on fundraising appears has increased significantly, because we now apportion overhead costs more accurately among departments. We are also slightly increasing our investment in fundraising to help create a diverse and sustainable income. There was a decrease in spending on Raising Awareness (down £66,655) and Research (down £36,437).

RESERVES

The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of a drop in income or of other risks manifesting and to enable it to take advantage of unforeseen opportunities.

Following the most recent review, the Board has determined that the minimum level of unrestricted reserves required to meet its objectives is £650,000. Our reserves policy is based on four core pillars: short-term fluctuations income, fixed contractual commitments, general operational provision and strategic considerations. The reserve is reviewed at least annually, with a formal evaluation completed during the annual budget process to ensure reserves remain aligned to our strategic objectives and financial capabilities.

At the year-end, reserves are significantly higher than the £650,000 minimum level, at £4,821,587 (of which £4,538,012 is unrestricted); 70% of this is held in cash (£3,405,553) following receipt of significant legacy payments during the year. As set out in note 16, following a detailed five year forecast, it is anticipated that the minimum cash reserve will be £1 million by 2030. Further, of the £3.5 million designated strategic fund, £750,000 will be held for periods after 2030, and the remaining £2.75 million will be gradually wound down over the next five years. Thus, the Board will now assess an investment portfolio to ensure an appropriate risk-based return is achieved.

INVESTMENTS

We opened new bank accounts with the Co-operative Bank during the year to further spread our financial risk. We have cash funds spread across a number of deposit-taking institutions, with over 50% of our cash funds held with CAF Bank and the remaining balance largely split between the Co-operative Bank and Triodos.

STATEMENT OF TRUSTEES' RESPONSIBILITIES FOR THE YEAR ENDED 30 JUNE 2024

The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees' Statement was approved by the Board and signed on its behalf by S.L. Parkin and authorised for issue on 1st February 2025:

S.L. Parkin (Chair) - Trustee

independent auditor's report

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF POPULATION MATTERS

Opinion

We have audited the financial statements of Population Matters (the 'charitable company') for the year ended 30 June 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the trustees' annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made;
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

independent auditor's report

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We obtained an understanding of the charitable company and the sector in which it operates to identify laws and regulations that could reasonably be expected to have a direct effect on the financial statements. We obtained our understanding in this regard through discussions with management, sector research and application of cumulative audit knowledge and experience.

We determined the principal laws and regulations relevant to the charitable company in this regard to be those arising from the Companies Act 2006, Charities Act 2011, and the Charities SORP.

The risks were discussed with the audit team and we remained alert to any indications of non-compliance throughout the audit. We carried out specific procedures to address the risks identified. These included reviewing minutes of Trustee Board meetings; agreeing the financial statement disclosures to underlying supporting documentation; and enquiring of management, including those charged with governance.

To address the risk of management override of controls, we carried out testing of journal entries and other adjustments for appropriateness. We also assessed management bias in relation to the accounting policies adopted and in determining significant accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone, other than the charitable company and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Michael Cooper-Davis FCCA ACA
(Senior Statutory Auditor)

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP

Date: 14 February 2025

financial statements

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 30 JUNE 2024

		Unrestricted funds	Restricted funds	Total funds 2024	Total funds 2023
Income	Note	£	£	£	£
Donations		411,857	40,312	**452,169**	445,840
Legacies		2,305,715	317,632	**2,623,347**	2,323,392
Grants		68,750	-	**68,750**	125,558
Gift aid		49,934	3,355	**53,289**	51,107
Other trading activities	2	106	-	**106**	416
Investment income	3	13,651	-	**13,651**	18,043
Total income		2,850,013	361,299	**3,211,312**	2,964,356
Expenditure					
Raising funds	4	198,003	53,557	**251,560**	171,447
Charitable activities	5				
Campaigning		417,412	71,051	**488,463**	349,790
Raising awareness		328,913	-	**328,913**	395,568
Research		95,858	2,000	**97,858**	134,295
Total expenditure	6	1,040,186	126,608	**1,166,794**	1,051,100
Net income / (expenditure)	7	1,809,827	234,691	**2,044,518**	1,913,256
Unrealised Net gains on investments		-	-	**-**	-
Net income for the year		1,809,827	234,691	**2,044,518**	1,913,256
Transfers between funds		-	-	**-**	-
Reconciliation of funds					
Total funds brought forward		2,728,187	48,884	**2,777,071**	863,815
Total funds carried forward		**4,538,014**	**283,575**	**4,821,589**	2,777,071

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derives from continuing activities.

financial statements

BALANCE SHEET AS AT 30 JUNE 2024

		2024		2023	
Fixed assets	Note	£	£	£	£
Intangible fixed assets	10		**8,653**		11,880
Tangible fixed assets	11		**8,809**		4,841
			17,462		16,721
Current assets					
Debtors	12	**1,521,156**		2,173,104	
Investments	13	-		-	
Cash at bank and in hand	15	**3,405,553**		744,057	
		4,926,707		2,917,161	
Current liabilities					
Creditors: amounts falling due within one year	14	**(122,582)**		(156,811)	
Net current assets			**4,804,125**		2,760,350
Total net assets			**4,821,589**		2,777,071
Funds	16				
Unrestricted funds		**1,038,014**		2,728,187	
Designated funds		**3,500,000**			
Restricted funds		**283,575**		48,884	
Total funds			**4,821,589**		2,777,071

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies' regime.

The financial statements were approved by the Board of Trustees and were signed on its behalf by S.L. Parkin and authorised for issue on 1st February 2025: S.L. Parkin (Chair) - Trustee. The policies on page 24 and notes on pages 25-27 form part of the financial statements.

Charity: 1114109
Company: 3019081

S.L. Parkin (Chair) - Trustee
1st February 2025

CASH FLOW STATEMENT FOR YEAR ENDED 30 JUNE 2024

	Note	2024 £	2023 £
Cash flows from operating activities	15	**2,681,468**	(52,811)
Cash flow from investing activities			
Purchase/sale of tangible assets		**(6,320)**	(17,331)
Investment income		**(13,652)**	(18,043)
Sales of investments		**-**	166,826
Net cash used in investing activities		**(19,972)**	131,452
Change in cash and cash equivalents in the reporting period		**2,661,496**	78,641
Cash and cash equivalents at the beginning of the period		**744,057**	665,416
Cash and cash equivalents at the end of the reporting period		**3,405,553**	744,057
Analysis of changes in net debt			
Cash and cash equivalents as at 1 July 2023		**744,057**	665,416
Cash flows		**2,661,496**	78,641
Cash and cash equivalents as at 30 June 2024		**3,405,553**	744,057

Notes to the financial statements for the year ended 30 June 2024

Note 1: Accounting policies

1.1 - Basis of preparation
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention. Optimum Population meets the definition of a public benefit entity under FRS102. The functional and presentational currency is pounds sterling.

1.2 - Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

1.3 - Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

1.4 - Allocation and apportionment of costs
Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute directly to more than one activity are apportioned between those activities. Support costs which are not attributable to a single activity are apportioned between the activities being supported. Further detail on the basis of allocation of support costs can be found in note 7.

1.5 - Intangible assets
Domain names are being amortised over their estimated useful life of 4 years. Trademarks are being amortised over their registered period of 10 years. Website development costs are being amortised over their estimated useful life of 2 years.

1.6 - Tangible assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life. Office equipment – 20% on cost

1.7 - Taxation
The charity is exempt from corporation tax on its charitable activities.

1.8 - Fund Accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9 - Pension costs and other post retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

1.10 - Debtors
Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Accrued income is included at the best estimate of the amounts receivable at the balance sheet date.

1.11 - Creditors
Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds o a third party and the amount due to settle the obligation can be measured or estmated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

1.12 - Financial Instruments
The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently recognised at their settlement value. Trade and other debtors, cash at bank and creditors are recognised at cost which is their fair value and fixed assets are valed at cost less depreciation. Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value

1.13 - Investments
In the prior years investments were measured at historical cost. This year investments are measured at fair value through SOFA. Net gains and losses on revaluation are shown in the SoFA. Unrealised gains and losses are calculated as the difference between the fair value at the year end and their carrying value.

1.14 - Judgements and key sources of estimation uncertainty
No judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies. The trustees make estimates and assumptions concerning the future based on their knowledge of the charity and the environment in which it operates. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual outcome.

Note 2 - Income

	Unrestricted £	Restricted £	**Total 2024**	Total 2023
Donations	411,857	40,312	**452,169**	445,840
Legacies	2,305,715	317,632	**2,623,347**	2,323,392
Grants	68,750	-	**68,750**	125,558
Gift aid	49,934	3,355	**53,289**	51,107
	2,836,256	361,299	**3,197,555**	2,945,897

	Unrestricted £	Restricted £	**Total 2024**	Total 2023
Sales	56	-	**56**	416
Other income	50	-	**50**	-
	106	-	**106**	416

Note 3 - Investment income

	Unrestricted £	Restricted £	**Total 2024**	Total 2023
Investment fund distributions	-	-	**-**	12,339
Deposit account interest	13,651	-	**13,651**	5,704
	13,651	-	**13,651**	18,043

Note 4 - Expenditure on raising funds

	Direct £	Support £	**Total 2024**	Total 2023
Fundraising direct costs	153,853	-	**153,853**	98,891
Other events	-	-	**-**	202
Advertising, promotions & website costs	5,483	-	**5,483**	17,035
Fundraising support costs	-	92,224	**92,224**	55,319
	159,336	92,224	**251,560**	171,447

Note 5 - Expenditure on charitable activities

	Direct £	Support £	**Total 2024**	Total 2023
Campaigning	330,236	158,227	**488,463**	349,790
Raising awareness	201,260	127,653	**328,913**	395,568
Research	66,838	31,020	**97,858**	134,295
	598,334	316,900	**915,234**	879,653

Note 6 - Analysis of support costs

	Expenditure on raising funds	Expenditure on charitable activities	**Total 2024**	Total 2023
Governance costs	9,492	83,381	**92,873**	50,532
Membership & finance costs	22,613	84,917	**107,530**	67,299
Website & IT costs	29,502	28,444	**57,946**	69,840
Other staff costs	21,357	79,347	**100,704**	137,942
Office costs	6,113	28,615	**34,728**	25,109
Other costs	3,146	12,196	**15,342**	8,951
	92,223	316,900	**409,123**	359,673

Note 7 - Net Income/Expenditure

	Total 2024	Total 2023
Net income / (expenditure) is stated after charging:		
Depreciation - owned assets	**2,352**	2,398
Website costs amortisation	**3,227**	992
Audit fees	**16,170**	15,100

Note 8 - Trustees remuneration and benefits

	Total 2024	Total 2023
Trustees' expenses	**5,288**	3,288

Note 9: Staff costs

	2024 £	2023 £
Wages and salaries	**521,441**	384,133
Social security costs	**40,807**	37,176
Pension costs	**25,352**	22,153
	587,600	443,462

The average monthly number of employees during the year was as follows:

2024	2023
11	10
11	10

The number of employees whose employee benefits (excluding employer pension costs) exceeded £70,000 was:

	2024	2023
£70,001 - £80,000	**1**	1
£80,001 - £90,000	**1**	0
	2	1

The charity carries out its operations by engaging a mix of full time and part time staff, self-employed contractors and volunteers.

Note 10: Intangible fixed assets

	Website costs £
Cost	
At 1st July 2023	12,872
Additions	-
At 30th June 2024	**12,872**
Amortisation	
At 1st July 2023	(992)
Charge for year	(3,227)
At 30th June 2024	**(4,219)**
Net book value	
At 30th June 2023	11,880
At 30th June 2024	**8,653**

Note 11: Tangible fixed assets

	Office equipment £
Cost	
At 1st July 2023	15,973
Additions	6,492
Disposals	(1,140)
At 30th June 2024	**21,325**
Depreciation	
At 1st July 2023	(11,132)
Disposals	967
Charge for year	(2,352)
At 30th June 2024	**(12,517)**
Net book value	
At 30th June 2023	4,841
At 30th June 2024	**8,809**

Note 12: Debtors: Amounts falling due within one year

	2024 £	2023 £
Accrued income	**3,017**	1,908
Other debtors	**911**	-
Gift aid debtors	**3,841**	11,302
Legacies accrued	**1,495,528**	2,155,570
Prepayments	**17,859**	4,324
	1,521,156	2,173,104

Note 13: Current asset investments

	2024 £	2023 £
Listed investments	**-**	-

Note 14: Reconciliation of net expenditure to net cash flow from operating activities

	2024 £	2023 £
Net movement in funds	**2,044,518**	1,913,256
Depreciation charge	**5,578**	3,390
(Increase)/decrease in debtors	**651,950**	(2,010,187)
Increase/(decrease) in short term creditors	**(34,229)**	22,687
Investment income	**13,651**	18,043
(Gain) on investments	**-**	-
	2,681,468	(52,811)

Note 15: Creditors: Amounts falling due within one year

	2024 £	2023 £
Trade creditors	**17,847**	23,625
Deferred income from grants	**-**	68,750
Accrued expenses	**87,886**	48,567
Other creditors	**16,849**	15,869
	122,582	156,811

Note 16: Movement in funds

	At 1.7.23 Restated	Income	Expenditure	Transfers In/Out	**At 30.6.24**
Unrestricted funds					
General Fund	2,728,187	2,850,013	(1,040,186)	(3,500,000)	**1,038,014**
Designated Funds					
Strategic Development	-	-	-	3,500,000	**3,500,000**
Restricted Funds					
Empower to Plan	38,986	43,667	(53,557)	-	**29,096**
Research	9,898	-	(2,000)	-	**7,898**
Smaller families	-	317,632	(71,051)	-	**246,581**
	48,884	361,299	(126,608)	-	**283,575**
Total	**2,777,071**	**3,211,312**	**(1,166,794)**	**-**	**4,821,589**

Note 16: Movement in funds - continued

Strategic Development
The Strategic Development Fund ('the Fund') is designed to fund a range of structural developments we will implement, with £2.75m planned to be used before 2030, and the remainder by 2033. These developments will enable us to scale up our impact, both to achieve our strategic goals until 2030, and beyond. They include one-off costs associated with:

- Establishing a dedicated Research Team to expand PM's existing research capabilities.
- Establishing a model of overseas hubs, in which we will work alongside our strategic partners.
- Establishing a wider international partnership programme.

We will distribute the Fund across these areas as the circumstances dictate. We will also have ongoing funding needs for the various projects we will undertake, capitalising on these structural developments. We have constructed a five-year forecast designed to invest the Fund with maximum long-term social and financial return on investment. We have also been mindful not to increase our planned fixed cost base excessively, to avoid incurring repeated deficits once we have spent the Fund.

Recent large legacy income has enabled us to invest as described above, and we are honoured that people have chosen to support us in this way. However, beyond this, our income base is not currently sustainable, because this income has come from a small number of gifts. We will, therefore, invest some of the Fund to both diversify our income base and to improve our legacy income – return on investment on the latter will be seen predominantly after 2030.

Restricted Funds
Empower to Plan is funding to deliver family planning projects on the ground. Research covers promotional costs associated with some of our commissioned research. Smaller families relates specifically to campaigns which encourage individuals to consider the size of their families.

Note 17: Analysis of net assets by fund

	Unrestricted	Restricted	Total
Intangible assets	8,653	-	8,653
Tangible assets	8,809	-	8,809
Current assets	4,520,552	283,575	4,804,127
	4,538,014	**283,575**	**4,821,589**

Note 18: Related party disclosures

There were no related party transactions for the year ended 30th June 2024 (2023: None).

Note 19: Contingent assets

Legacy income is only included in incoming resources where the legacy has been received or both the recipient and the amount is probably. As at 30 June 2024 the Charity has been notified of the following legacies which have not been fully recognised as income in these accounts:

- An Estate where the Charity is entitled to a 5% share of the residual of an estate, where a £40,000 payment was received and recognised during the year, but where it is not possible to accurately estimate the remaining balance due.
- An Estate where the Charity is entitled to a 10% share of the residual of an estate, where it is not possible to accurately estimate the balance due.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered company number: 3019081 (England and Wales)
Registered charity number: 1114109 (England and Wales)
Registered office: The Chandlery, 50 Westminster Bridge Road, London SE1 7QY UK

AUDITORS

Price Bailey LLP
Chartered Accountants
Statutory Auditors
8th Floor, Dashwood House, 69 Old Broad Street,
London EC2M 1QS

BANKERS

CAF Bank – 25 Kings Hill Avenue, Kings Hill,
West Malling ME19 4JQ
Triodos Bank – Deanery Road, Bristol BS1 5AS
Co-operative Bank – 1 Balloon Street, Manchester M4 4BE

Our vision is of a world in which our human population lives fairly and sustainably with nature and each other.

Our mission is to address the negative consequences of ever more people using ever more of the planet's resources, and to inspire and engage with others to find, share and promote ways to make our vision a reality as quickly as possible.

DISCOVER MORE AT POPULATIONMATTERS.ORG

Population Matters campaigns to achieve a sustainable human population, to protect the natural world and improve people's lives. We are committed to human rights, women's empowerment and global justice.

POPULATION MATTERS™

Photo © Adobe

Every choice counts

Population Matters

England & Wales - Charity number 1114109

Accounts

ANNUAL REPORT
JULY 2022-JUNE 2023

POPULATION MATTERS™

Every choice counts

As I see it, humanity needs to reduce its impact on the Earth urgently and there are three ways to achieve this: we can stop consuming so many resources, we can change our technology and we can reduce the growth of our population.

Population Matters patron, Sir David Attenborough

Population Matters is a UK-based charity working globally to achieve our vision of humanity co-existing in harmony with nature and prospering on a healthy planet. We drive positive action through fostering choices that will help achieve a sustainable human population and regenerate our environment. We promote positive, practical, ethical solutions to enable everyone to enjoy a decent quality of life whilst sustaining the natural ecosystems upon which all life depends.

We believe a better future is possible.

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PopulationMatters
@populationmatters
population-matters

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IUCN Member

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This varied group of people bring specialist knowledge and provide us with an independent perspective on our strategy, performance, and decision-making.

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statement by the chair

> With both logic and the evidence on our side, we are redoubling our effort through making more alliances, building on what works, and harnessing positive energy.

In 1972, the year of the first United Nations 'Earth Summit', I marched the streets of Edinburgh with an organisation called Doctors and Overpopulation and signed a pledge (which I kept) to have no more than two children. So big was the publicity around that time, we campaigners thought we were home and dry.

How wrong we were! Half a century later and the 'deadly trinity' of Population, Resource Depletion and Pollution (so labelled by Max Nicholson, co-founder with Peter Scott of the World Wide Fund for Nature – WWF), is still with us. Not one significant negative trend has slowed, never mind halted or reversed.

Moreover, in the last 50 years, the number of people on Earth has doubled, reaching 8 billion in 2022. Our resource extraction has soared from 7 to 12 tonnes *per person, per year*, and, as a result, all kinds of pollutants have reached exceptional levels in air, water and land as well as in our own bodies; the same persistent chemicals are to be found in the breast milk of humans and polar bears.

Why should this be? Ignorance for one. Our species seems remarkably ill-informed about how the intricacies and interdependencies of even a small ecological system works, never mind the many-layered global systems affected by us humans and the way we use the Earth's resources.

For example, we run our economies as if none of that mattered; no global or national economic success criterion judges the growth (or depletion) of ecological systems or human wellbeing. And I have met senior scientists and engineers ignoring the laws of physics which dictate the *inevitability* of pollution as the consequence of how we use resources. Burn coal and oil and you get heat, ash and climate-altering gas.

Make persistent plastics and they will infiltrate the natural world – from the top of Everest to the bottom of the ocean. There is no reverse gear.

Population Matters is one of the few organisations working to demonstrate the causal links between Population, Resource Depletion and Pollution – the umbilical connection between ever more people consuming ever more resources and levels of pollution so great that they are damaging the global climate system.

Each is only resolvable with the others and, of course, there is a special onus on the rich, high-consuming countries to cut back extra hard on resource use (including wasting less and lowering populations themselves) while working with poor countries so they can choose a people- and ecology-nurturing path to living well with nature and each other.

Thankfully, the penny is beginning to drop. Although Robin Maynard points out (*page 5*) that getting that argument across everywhere we can – on the air, in print and at conferences – is hard work, it is beginning to bear fruit. With both logic and the evidence on our side, we are redoubling our effort through making more alliances, building on what works, and harnessing positive energy.

We have got to this point through the efforts of our wonderful staff, and the contributions of our Board, patrons, funders and many supporters. Enormous thanks to everyone. With your ongoing support we continue to learn from the past to make positive change in the future.

Sara Parkin OBE
Chair, Population Matters

> When people realise that population is connected to everything, it's like a lightbulb moment.

Abimbola Junaid, Population Matters Partnerships, Advocacy and Voice Manager

Our growing numbers threaten everyone's right to a fair share on a healthy planet over the critical decades ahead.

Population Matters is the **only charity in the UK** dedicated to talking about population growth and how it impacts our lives, choices and opportunities and the other species with which we share our planet.

Population Matters connects the dots and speaks up when no one else will.

Population Matters promotes positive, practical, ethical solutions. We believe that all women have a universal right to voluntary family planning, education, and economic independence.

Population Matters encourages smaller families and inspires people to reduce excessive consumption to help us all to live within our planet's natural limits.

Population Matters believes that a better future is possible – one where humanity co-exists in harmony with nature, prospering on a healthy planet.

> The natural world is incredible. We must achieve a sustainable human population to live in harmony with it.

PM supporter Michael Walker, who ran a marathon and a half marathon to raise funds for us

> I volunteer for Population Matters because I believe it is an essential but neglected part of the answer to saving the planet.

Martin Earl, co-ordinator of the Population Matters London Group, a voluntary role he has held since its inception in 2017

POPULATION MATTERS IS

director's report

> Our team has spoken out at international conferences, on-air, online, and in public debates, with the courage and supporting evidence to raise the factor of population as a key driver of and solution to our ecological ills.

There have been many highlights for Population Matters over this reporting year. In particular, we raised our profile at three international conferences, highlighting the human population factor as both a driver of our ecological crises and as an opportunity to develop positive solutions.

Notably, Florence Blondel, our US-based Campaigns and Content Specialist, delivered a formal statement at the UN's Commission on Population and Development in April 2023, citing the unimpeachable evidence that population is a determining factor of biodiversity loss, climate change, and environmental degradation: "*Overconsumption in the Global North is the key driver of our global environmental crisis, but strong evidence from, among others, the Intergovernmental Panel on Climate Change, the Intergovernmental Science Policy Platform on Biodiversity and Ecosystem Services, and the UN Convention to Combat Desertification, also shows the role of population growth in contributing to environmental problems.*"

Delegates needed to be made aware of those facts, especially given that only six months earlier the UN 'celebrated' our population exceeding 8 billion people by spinning a relentlessly positive narrative about "*8 billion opportunities*". This narrative ignored the reality for hundreds of millions of people, especially girls and women, in low-income, high fertility countries, denied their rights to education and choice over family size, their life-opportunities blocked, and potential to contribute to their communities and countries wasted.

PM worked hard to balance that 'shiny, happy people' spin, offering up the facts, and setting out the challenges and opportunities of achieving a better, healthier, and fairer world. And our 'counter-narrative' cut through, covered in more than 270 global media reports reaching an estimated one billion people in print, radio, TV and online outputs. More than a counter-narrative, we offered a reasoned conversation around the population issue. This was duly noted in an interview I had with Nihal Arthanayake on BBC Radio 5 Live, who asked: "*How often do you get the chance to discuss these issues?*"

Not often enough, but increasingly over this past year, we've seen journalists probe the 'population silence' and avoidance of the issue by other NGOs. It was gratifying to hear Oxfam's Head of Inequity, Max Lawson, following an exchange on the Turkish World TV Newsmakers programme concede: "*I would not disagree that population growth is a pressure on the planet, and I would agree with Population Matters on that.*"

And Donnachadh McCarthy of The Independent used a PM briefing to call out the illogical avoidance of the 'P' word: *"We are adding 80 million to the global population annually. That is just under the population of Britain, Belgium and Ireland combined. All of these people will require land, water, and other resources to feed, house, wash, transport, clothe and more. But the solution to the population crisis is one that all NGOs can support. It is simply to ensure that all women have a universal right to voluntary family planning, education, and economic independence."*

Exactly. He went on to question Friends of the Earth's policy on population, writing: "*Nobody says that population is the only thing that needs to be addressed. The problem is the opposite: almost nobody is advocating action on one of the top two drivers of climate and ecological destruction.*"

Nobody, that is, apart from Population Matters. Our team has spoken out at international conferences, on-air, online, and in public debates, with the courage and supporting evidence to raise the factor of population as a key driver of and solution to our ecological ills. When we do so, others thank us for raising the issue, for saying what they've felt, but haven't had the confidence to voice. We are certainly not alone in believing that by addressing the population issue, a better future is possible.

Robin Maynard
Executive Director, Population Matters

our vision

Our vision is of a future in which humanity co-exists in harmony with nature, recognises and respects ecological boundaries, and prospers on a healthy planet. One in which future generations of children grow up in a regenerating, wildlife-rich world, sustained by resilient, thriving ecosystems.

A healthier future where everyone everywhere has the right and freedom to choose their family size.

A fairer future in which a greater proportion of people enjoy greater wellbeing.

A safer future in which our overall human population stabilises and ultimately reduces.

Photo by Crystal Mirallegro on Unsplash

Photo by David Vierkotter on Unsplash

our mission

We catalyse positive action through fostering choices that will help achieve a sustainable human population and regenerate our environment.

We promote positive, practical, ethical solutions – empowering people everywhere to choose smaller families and championing more sustainable consumption.

We foreground human rights, women's empowerment and global justice. We are informed by experts with input from our Expert Advisory Group (*page 17*), our patrons (*page 16*) and other key stakeholders and partners.

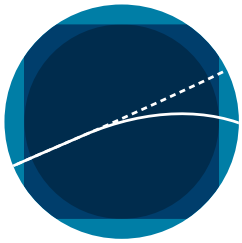
We commission and publish independent research, including through the *Journal of Population and Sustainability* (JP&S) the editorially independent, interdisciplinary academic journal, which explores all aspects of the relationship between human population and environmental sustainability[i].

Our work is grounded in science and a growing body of scientists endorse our analysis. Exemplified by the 'World Scientists' Warning' signed by 15,000 scientists from 184 countries, which highlighted the need to address human population growth alongside excessive consumption.

[i] www.whp-journals.co.uk/JPS/index

our strategy

'Bending down' the global population curve



So our overall human numbers peak at or below the UN's low projection of 6.5 billion by 2100. Achieving this is possible if people are enabled to choose and realise the benefits of having smaller families.

Ensuring it's culturally normal, practically possible, and personally desirable for women everywhere to choose smaller families

This means ending the current unmet need of more than 270 million women worldwide for safe, modern family planning, which the UN estimates would cost $68.5 billion over 10 years – less than $9 billion has been provided to date[ii].

Getting the population factor and solutions widely accepted as key for easing climate and biodiversity emergencies, and for boosting human development and wellbeing

An analysis of climate change solutions by Project Drawdown ranks education and family planning as the third most impactful solution to combat climate change.

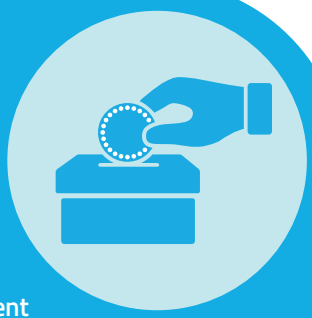
Tackling overconsumption and challenging the unsustainable economic growth paradigm

Our environmental crisis is driven not just by our numbers, but our appetite for ever more resources.

Having a global impact

Population is a global issue, with different challenges and solutions appropriate for different countries, cultures and societies. We prioritise working with partner organisations, grassroots community groups, and individuals across the world.

Our charitable objectives for public benefit



1. To advance the education of the public in issues relating to human population worldwide and its impact on environmental sustainability.
2. To advance, promote and encourage research to determine optimum and ecologically sustainable human population levels in all or any part or parts of the world and to publicise the results of such research.
3. To advance environmental protection by promoting policies, in the UK or any other part or parts of the world, which will lead or contribute to the achievement of stable human population levels which allow environmental sustainability.

In setting these objectives we have had due regard to the charity commissioners' guidance in section 17 of the Charities Act 2011.

[ii] unfpa.org/featured-publication/costing-three-transformative-results

our plans for the coming year

We will forge new alliances and relationships

Building on our existing relationships and contacts made at international events (*see pages 10-11*), we will find new ways to collaborate with others and catalyse change. Our newly appointed Partnerships, Advocacy and Voice Manager will further explore possibilities for collaborative work in South Asia and Africa. We will continue to work with our **Empower to Plan** partners and collaborate with key stakeholders, including at a new '**Population Conversation**' event in Nigeria.

We will develop our campaigns

We shall continue to promote our campaigns, including monitoring and responding to pronatal policies that threaten reproductive rights and free choice over family size, along with promoting **global small families**.
We will develop our **HumaNature** biodiversity campaign through advocacy to governments and conservation organisations, and by publishing a new report. We will build upon our **We Don't Buy It** campaign to address unsustainable consumption and develop our work to promote discussion of and policy action to address **unsustainable population in the UK**.

We will make our presence known at key international events

Following our successes at the **United Nations Commission on Population and Development** in New York and the **International Conference on Family Planning** in Thailand, we will participate in further, carefully selected and relevant events. Our focus will be on bringing the population message to key audiences, and forging relationships that will help us to achieve our goals.

We will optimise our internal processes and implement best practices

Reflecting our growth from an organisation of two permanent staff to 12 over the last seven years, we will review our procedures and policies to ensure we are minimising risk, maximising our effectiveness and providing a workplace that is professional, supportive and a positive experience for all.

We will maximise the value of our research

We shall publish and promote the landmark *Population Futures* research project, which independently assesses the full range of drivers of population change and identifies ethical, equitable, progressive policy measures. We will create a new research strategy and increase our budget in this area to ensure it best supports our strategic goals and maximises opportunities and connections. Meanwhile, we shall continue to support the editorially independent *Journal of Population and Sustainability*, which provides a unique academic forum to raise the profile and authority of population issues and to disseminate key research.

We will maximise our reach

Through increased investment in staff and skills, we will improve our media output and relationships to secure better coverage. That work will include more closely monitoring the media landscape and public discussion to ensure our content is relevant and responsive. We will also ensure our website and social media utilise best practices to maximise our reach and engagement. In addition, we shall trial new social media platforms, including TikTok.

our impact

#8BillionAndCounting
15 November 2022

2022 was a big year for population – just 13 years after the global human population reached 7 billion people, on 15 November 2022 it reached 8 billion.

For Population Matters, the date represented a critical moment and opportunity in our path towards global impact and global change – the fifth and critical element of our three-year strategy.

With this event as its centre point, the year saw us broadening our reach, scope, ambitions and relationships.

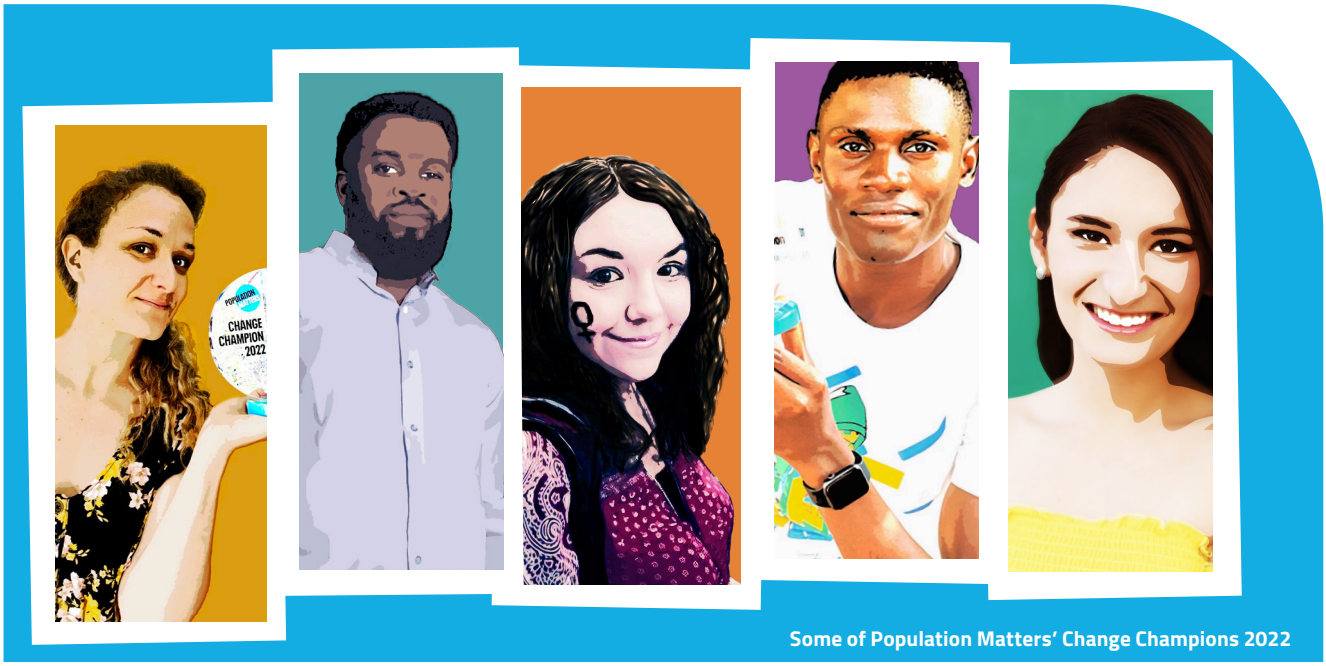
OUR RESPONSE TO 8 BILLION DAY ENGAGED THE GLOBAL MEDIA

We marked '8 Billion Day' with a new report, ***Crisis point: the world at 8 billion***, and a concerted effort to engage the media.

That effort paid off, with Population Matters featured in more than 270 news outlets globally on or around the day, including a flurry of TV and radio interviews for our Executive Director, Robin Maynard.

The international scale of the coverage reflected PM's status as one of the leading organisations addressing population worldwide.

That status has been bolstered by our consistent outreach beyond our UK base. Our 2022 **Change Champions awards** – issued to organisations and individuals each year to mark World Population Day on 11 July – featured inspiring recipients from Nigeria, the US, Poland, India, Uganda and the UK, and attracted media attention in Africa.



Some of Population Matters' Change Champions 2022

Meanwhile, we hosted guest posts on our website authored by campaigners from Uganda, Niger, Pakistan and the US among others.

WE AMPLIFIED DIVERSE VOICES

We took our role in amplifying diverse and marginalised voices a step further when attending the UN's annual Commission on Population and Development (CPD) meeting in New York in April 2023. Our delegation consisted of our US-based communications specialist, Florence Blondel, and one of our **Population Matters Choice Ambassadors**, Ugandan youth climate activist, Nyombi Morris.

CPD brings together a global community of development, gender and sexual and reproductive health and rights (SRHR) agencies and campaigners. However, in recent years, it has frequently shied away from discussing population directly. Florence's formal address to the Commission was well received, with a number of delegates praising her for raising an under-discussed issue.

Meanwhile, Nyombi took ample opportunities to speak about the issues of concern to him, including challenging the representative of his own government on its restrictive abortion policy. Writing about the event on our website, he said: "*It was an amazing experience to attend the Commission, and I thank Population Matters for giving me the opportunity.*"

CPD was the third of three carefully chosen international events in which PM participated over the reporting year, to spread our message and forge new relationships.

In March, Florence Blondel and Robin Maynard attended the UN's first conference on water for more than a generation, where they had many positive and productive private conversations. Prior to the event, we produced a fully referenced briefing, ***Achieving SDG6: Water and Population***, outlining the relationship between population and water, and recommending specific actions.

our impact

> Slowing population growth through investments in sustainable development – including health and education for women and girls – will positively affect efforts to mitigate the effects of climate change and will increase resilience.

Hannah Evans from Population Connection at the 2022 International Conference on Family Planning, Thailand

WE CO-SPONSORED THE WORLD'S BIGGEST FAMILY PLANNING EVENT

Our participation in the International Conference on Family Planning (ICFP) in Thailand in November, deepened and extended our capacity and knowledge in regard to the second strand of our three-year strategy – ensuring people have the opportunity and freedom to **choose smaller families**.

The event is the world's biggest and most important gathering of family planning campaigners, experts and service providers, and last took place in 2020. PM was a co-sponsor of the conference, held a popular stall and hosted two live side-events. Delegates were overwhelmingly receptive to and positive about our message. It was inspirational to meet and forge relationships with so many working in incredibly challenging circumstances to deliver desperately needed services and opportunities.

Behind the scenes at ICFP, we also took the opportunity to explore possibilities for developing campaign activities in South Asia, following up on earlier exploratory research and discussions with key organisations working in the area.

In May, we created a brand new role – Partnerships, Advocacy and Voice Manager – with the specific responsibility of developing relationships such as those we made at all the events we attended, to inform our actions, collaborate with others to achieve our goals, and catalyse change.

WE CHALLENGED DAMAGING NARRATIVES

World Population Day 2022 also saw us respond to the release of the UN's latest population projections, which for the first time foresaw population peaking this century – at 10.4bn in 2086. An increasingly important part of our communications work is providing a persuasive alternative to the increasingly prevalent 'baby bust' narrative, which focuses on low birth rates and drives pronatal rhetoric and policies.

Since the launch of our ground-breaking ***Welcome to Gilead*** report in 2021, we have continued to monitor developments in places where the pronatal agenda threatens the rights of people to access and use sexual and reproductive health services – such as Iran and China – and publicise them at key events such as ICFP and CPD, to the media and on our dedicated **Gilead Watch** webpage.

Indeed, we were very pleased to see the ***Welcome to Gilead*** report referenced twice in the UN Population Fund's annual ***State of World Population*** report for 2023.

We also secured media coverage for our report exposing the fallacies of the person who has become the world's most high-profile pronatalist – Elon Musk. Our ***What Planet Is He On?*** report dissected his many inaccurate claims – and we accompanied it with a 'fake news' award for Mr Musk.

our impact

WE CAMPAIGNED AGAINST UNSUSTAINABLE CONSUMPTION

In line with our strategy's fourth pillar, 2022 also saw the launch of another landmark campaign, **We Don't Buy It**. Population Matters has always highlighted how population levels and unsustainable consumption combine to drive our planetary crisis – and the new campaign directly addresses this.

Many other environmental groups shy away from addressing underlying drivers such as consumption and population. However, our campaign challenges unsustainable consumer choices, the companies that try to persuade us to make them, and the system which prioritises growth and economic activity over human and planetary wellbeing.

We chose Apple and its needless annual phone upgrades as our first target in the campaign. Our ***iCon*** report exposes how a company with a polished environmental image still drives environmental damage.

Sustainable consumption was featured as a target in the new Global Biodiversity Framework agreed by 196 nations in December. This international agreement is intended to protect and restore biodiversity over coming decades. Yet, its measures on consumption are weak, and, despite extensive lobbying by Population Matters and thousands of our supporters via email actions, the agreement did not include any targets or action related to population. This serves as a powerful reminder of the level of resistance faced by the population argument.

WE BOOSTED OUR ONLINE PRESENCE AND INCREASED OUR SOCIAL MEDIA REACH

A key tool in enhancing our global reach and spreading our message is our online presence. Our social media content reached over one million people in the reporting year, including 250,000 on Instagram. Necessary work upgrading our website's security and content system had some impact on web traffic, but 680,000 people visited our website, nevertheless. We also saw 2,700 people subscribing to our monthly email over the reporting year, five times more than in the previous year – an increase of 15% in total subscribers.

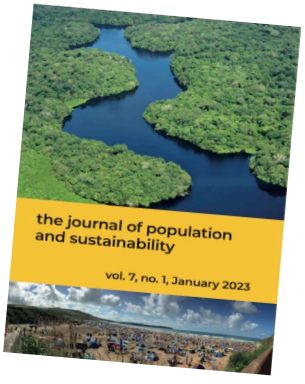
WE ADDRESSED THE IMPACT OF POPULATION GROWTH IN THE UK

Our global work did not prevent us from engaging with population issues in the UK, where we responded to data from 2021 showing population growth of 3.5 million in England and Wales since the 2011 census. Our statement said:

> "People know what 3.5 million more people in England and Wales and almost 1.5 million extra households means: more pressure on land, water, hospital beds, school places and public transport; more pollution, greater congestion and increasing climate emissions; and less space, less greenery, and a lower quality of life for current and future generations."

In May, we launched a new campaign seeking an official expert advisory body to provide evidence and policy guidance on population issues to the government and the public, in order to neutralise the effects of political sensitivities, rhetoric and misinformation on this vital public debate. We also continued to promote the benefits of small families in the UK and elsewhere in high-income countries through our Global Small Family campaign, including through helping media outlets speak to individuals who have chosen smaller families.

WE COMMISSIONED AND PUBLISHED VITAL RESEARCH



Population Matters also continues to undertake, commission and publish vital research. We sponsored two major pieces of academic research, both due for publication in 2023/24. These included the ***Population Futures*** analysis of the impact of population growth on child health. We also continue to publish the editorially independent, peer-reviewed ***Journal of Population and Sustainability*** (JP&S). The JP&S has achieved the Directory of Open Access Journals (DOAJ) 'seal' for best practice in Open Access publishing – only awarded to 10% of journals indexed with the DOAJ. In addition, the journal's academic status was enhanced this year by inclusion in the prestigious CAB Abstracts and Global Health database.

250,000

accounts reached on **Instagram** for the first time

17%

increase in LinkedIn followers

276,432

Followers on Facebook

14,635

Followers on Twitter/X

298

global media reports

on and around **8 Billion Day**, reached an estimated **one billion people** in print, radio, TV and online outputs. These included *Nile Post*, AllAfrica.com, Emerging Europe, Africa Science News, *The Japan Times*, *Media Indonesia*, *Hindustan Times*, *The Star* (Kenya), BBC Futures, France 24, CBC (Canada), BBC Radio 5, *The Sunday Times* and *The Guardian*.

15%

increase in our email list

We are delighted to count on the support of more than **24,400 people** from **130 different countries** who receive our monthly email updates.

3 international conferences

attended – comprising the **UN Commission on Population and Development**, the **UN Water Conference** and **the International Conference on Family Planning** – the world's biggest family planning event.

more than

200

donations received

for EMPOWER TO PLAN projects this year

9 Change Champions Awards

presented to inspirational change-makers from **Nigeria**, the **US**, **Poland**, **India**, **Uganda** and the **UK** for their effective work promoting reproductive rights and defending the environment.

Our ground-breaking ***Welcome to Gilead*** report (launched in 2021), which investigates the connection between extreme pronatalism and reproductive rights restrictions, was **referenced twice** in the **UN Population Fund's** annual ***State of World Population*** report for 2023.

5 Population Matters Choice Ambassadors

appointed to date

These inspiring young people from **Uganda, Kenya, Colombia** and the **UK** help us raise awareness of the population issue, empowering solutions, and positive choices.

our impact

EMPOWER TO PLAN

WE CONTINUED TO BUILD PRACTICAL PARTNERSHIPS THAT CHANGE LIVES AND COMMUNITIES

Now in its sixth year, our **Empower to Plan** programme continues to enhance our global reach. More than that, it enables us to promote and support practical, ethical and uplifting on-the-ground education and healthcare solutions in communities across the world, whilst giving our supporters the chance to fund these life-changing projects.

We supported an inspiring group of partners this year and expanded our country list to include Albania, Pakistan and Venezuela.

Launched on the International Day of the Girl, our partnership with **The Awakening**, located in the Swat Valley in Pakistan, focused on building women's leadership and gender equality – whilst a third of the country was underwater following the devastating floods in September 2022. The organisation's Empower to Plan-funded project included engaging around 150 girls and boys through weekly groups as well as community elders, educators, and religious leaders. The Awakening also organised an event to support the 16 Days of Activism Campaign against gender-based violence, and reactivated their 24/7 safe abortion care hotline called 'Saheli', which translates as 'female friend'.

In Albania, the **Youth Voice Network of Organisations** (YVNO) has been working to mobilise the potential of its young people to contribute to and improve their own futures. Importantly, they recognise the health of people and planet are intrinsically linked. With Empower to Plan support, one of the Network's members, **Act for Society** worked alongside Roma peer educators and community leaders to deliver workshops about sexual and reproductive and menstrual health to marginalised young people.

"In order to save the environment, all of us must think collectively, rather than individually."

Mihallaq Qirjo, Director of the Resource Environmental Centre, Albania

In Venezuela, there's an ongoing humanitarian crisis, in which environmental defenders are killed and thousands of people are emigrating every month. A depressing 95% of people are living in poverty and acute malnutrition is on the rise, mostly impacting children under five and pregnant women. **Turimiquire Foundation**'s healthcare and education services are a lifeline, where their focus on family planning and education, as well as sustainable livelihoods and agroecological community development, support rural communities. With Empower to Plan support, Turimiquire extended its services by offering 40 sex education sessions in seven partner schools, distributing low-cost contraceptives to young people who otherwise wouldn't be able to source them.

"In each sexual and reproductive health workshop, I see young people overcoming taboos and imposed sociocultural norms."

Noris Cova, Turimiquire Sex Educator

WE ARE HELPING OUR MEMBERS TO CONTINUE SUPPORTING US DURING THE COST-OF-LIVING CRISIS

Population Matters was fortunate to weather the pandemic in terms of maintaining steady income from our generous members and donors. However, the cost-of-living crisis (especially in the UK) this year did impact on their ability to continue supporting our work with quite so much fervour. Understanding that finances were stretched, we were glad to see that suggesting our regular donors reduce – rather than cancel – their contributions was both effective in mitigating the financial risk but also proved positive for engagement. We received some wonderful feedback from members who appreciated our thoughtful approach to the challenging circumstances.

our impact

Feedback from our surveys is shaping our work

Our third annual supporter and member survey was circulated in December 2022, and we were pleased to receive feedback from those who receive our monthly email update (593) and members who support our work financially (619); collectively voicing opinions on our work from 53 different countries.

82%
of supporters and members said they were 'very satisfied' or 'somewhat satisfied' with our work
Annual Survey 2022

Our monthly news round-up continues to prove popular, our bi-annual magazine is reported to be very valuable to our members, with survey respondents primarily interested in our education and awareness-raising work.

The top themes of interest among our supporters continue to be 'global population growth', 'nature and biodiversity' and 'climate change', reflected in our ongoing campaign outputs.

"Your work is needed more than ever, please keep going!"

"Fantastic job. It is essential to keep pushing - in spite of the widespread apathy I think we all know that social breakdown is just round the corner and the need to reduce human impact on the planet is central to the welfare of our children and grandchildren."

"It is a huge help to find others who are aware of the impact of human population, rather than simply being a voice in the wilderness."
Annual Survey 2022

WE ARE DEVELOPING OUR COMMUNITY FUNDRAISING AND ENGAGEMENT

Fundraising remained an important focus and we took part in The Big Give's Christmas Challenge matched-funding appeal once more, which raised more than £15,000 towards our ongoing activities. A special thanks is due to those who pledged a donation and whose generosity made it possible.

We have also dipped a toe into the waters of community fundraising, asking our supporters to help us raise awareness as well as much-needed cash by taking part in events – from marathon running and fell walking, to selling charity Christmas cards or hosting a bake sale.

Although in its infancy, we hope new initiatives such as Spring Action Month will encourage more supporters to get involved in the years ahead.

Catalyst Members and major donors

Given we do not receive any income from government or contracts, the importance of the continued financial support from all our members – and our Catalyst Members in particular – cannot be understated. It is their generous support that underpins our continued growth and development as a catalyst organisation making a better future possible in partnership with others.

Our sincere thanks to:
Mrs Abigail Bagshaw, Mrs Katherine Balderson, Ms Janet Beal, Dr P Bermingham, Emma Blythman, Mr Scott Carlton, Mr Clive Catherall, Mr Edward Coleman, Mr William Gornall, Emeritus Professor John Guillebaud, Dr Reza Hossain, Mr Roger Jarrett, Mr Alan Johnson, Mr Christopher Lawson, Mr Damien McBraida, Mr François Micheli, Mr Norman Pasley, Dr Sofia Pineda Ochoa, Mr Martin Rayner, Mr Iain Richardson, Dr Stefan Sellbjer, Professor Caroline Series FRS, Mr Nigel Stevenson, Dr Hoon Seong Teo, and 26 others who wish to remain anonymous.

We were also delighted to receive significant donations from major donors and funders towards some of our projects this year, including our efforts to raise the profile of population on 8 Billion Day, and our co-sponsorship of the International Conference on Family Planning in Thailand.

We would also like to extend our thanks to the Rufford Foundation for their ongoing, generous support.

The Rufford Foundation
www.rufford.org @ruffordgrants

our patrons

We are honoured to count the following individuals as our patrons. With their varied expertise and passion for both people and the environment, our patrons help to emphasise the importance of concern about human population for achieving a sustainable future. We thank them for their high-profile, visible support of our vision and mission.

Sir David Attenborough
OM CH CVO CBE FRS FZS FRA

Internationally respected naturalist, broadcaster and presenter of several seminal series including *Life on Earth, Blue Planet* and *Our Planet*

"The human population can no longer be allowed to grow in the same old uncontrolled way. If we do not take charge of our population size, then nature will do it for us, and it is the poor people of the world who will suffer most."

Dame Jane Goodall PhD DBE

Founder of the Jane Goodall Institute and UN Messenger of Peace

"It's our population growth that underlies just about every single one of the problems that we've inflicted on the planet. If there were just a few of us, then the nasty things we do wouldn't really matter and Mother Nature would take care of it – but there are so many of us."

Chris Packham

Naturalist, nature photographer, television presenter and author

"There's no point bleating about the future of pandas, polar bears and tigers when we're not addressing the one single factor that's putting more pressure on the ecosystem than any other – namely the ever-increasing size of the world's population."

Leilani Münter

Ex-race car driver, child-free champion and environmental campaigner

Jonathon Porritt CBE

Director of Forum for the Future, former Chair of the UK Sustainable Development Commission, President of Population Matters

Prof Sir Partha Dasgupta FRS FBA

Frank Ramsey Professor Emeritus of Economics, University of Cambridge

Prof Paul Ehrlich ForMemRS

Bing Professor of Population Studies, Stanford University

Prof John Guillebaud

Emeritus Professor of Family Planning and Reproductive Health, University College, London, and Medical Director, Margaret Pyke Centre for Family Planning

Gordon Buchanan MBE

Wildlife filmmaker and presenter. He was presented with an MBE for services to charity and wildlife conservation.

Adrian Hayes

Record-breaking polar explorer and adventurer, speaker, coach, campaigner and author

Malcolm Potts MB BChir PhD FRCOG

Professor in Maternal and Child Health and former holder of the Fred H. Bixby Endowed Chair in Population and Family Planning of the University of California

Sara Parkin OBE

Principal Associate of The Sustainability Literacy Project, Co-founder of Forum for the Future, Chair of the Board, Population Matters

Judy Ling Wong CBE

Hon President of Black Environment Network (BEN), focused on integrating environmental, social and cultural issues in the context of sustainable development.

Susan Hampshire OBE

Actress and population campaigner

our expert advisory group

Our Expert Advisory Group (EAG) gives us an independent perspective on our strategy, performance, and major decisions. We are fortunate to have attracted experts from a wide range of disciplines to join the EAG, whose expertise and advice we can draw upon.

Dr Muhtari Aminu-Kano

Currently Director-General of the Nigerian Conservation Foundation, his previous positions include Assistant Director, Lake Chad Research Institute, Maiduguri; Project Director, Hadejia-Nguru Wetlands Project, Nigeria; and as Senior Adviser on Policy & Advocacy at the Birdlife International Secretariat, Cambridge.

Wendo Aszed

Founder and Executive Director of Dandelion Africa, a grassroots organisation in Kenya focused on women's health and economic empowerment, providing economic and skills training, and health information to young people.

Prof Ugo Bardi

Teaches physical chemistry at the University of Florence, engaging in research on sustainability and energy with a special view on mineral resources, circular economy, and recycling. He is a member of the Club of Rome and chief editor of the Springer journal *Biophysical Economics and Resource Quality*.

Dr Patrick Curry

A tutor at the University of Wales Trinity St David and former lecturer at the universities of Bath Spa and Kent, and author of *Ecological Ethics: An Introduction.* He is also the editor-in-chief of the online journal *The Ecological Citizen*.

Dr Edu Effiom

Assistant Director with the Nigerian Cross River Forestry Commission, where she heads the Reduced Emissions from Deforestation and Forest Degradation and Sustainable Forest Project Unit. A Councillor with the Association of Tropical Biology and Conservation, she currently chairs its Africa Chapter.

Dr Rebecca Foljambe

A GP with special interest in Family Planning and Women's Health, she set-up You Before Two, a charity which encourages and enables young women to consider their own education, life choices and autonomy. PM has worked in partnership with You Before Two through our Empower to Plan programme.

Dr Jane O'Sullivan

Honorary Senior Fellow at the School of Agriculture and Food Sciences and Faculty of Science, University of Queensland. Executive Committee member of Sustainable Population Australia.

Alisha Graves

President of the California-based non-profit OASIS, and co-founder of the OASIS Initiative at University of California, Berkeley, an organisation that aims to advance education and choice for women and girls in the Sahel.

Laurel Hanscom

Sustainability research scientist and former CEO of the Global Footprint Network, where she lead its overall operations and strategy.

Graeme Maxton

Specialising in environmental and sustainable economics, Graeme also, co-authored *Reinventing Prosperity* with Jorgen Randers. He was Secretary-General of the Club of Rome from 2014-18 and remains a Full Member. He is an Advisory Board Member for the UN's Economic Commission for Europe Pathways Project.

Prof Fred Naggs

Scientific Associate at the Natural History Museum, having retired after 42 years at the museum in September 2016, and visiting professor at Chulalongkorn University, Bangkok.

Prof William Rees

Population ecologist, ecological economist, Professor Emeritus and former Director of the University of British Columbia's School of Community and Regional Planning.

William Ryerson

Founder and President of Population Media Center (PMC), an organisation that strives to improve the health and wellbeing of people around the world through the use of entertainment-education strategies. He also serves as Chair of The Population Institute in Washington, DC.

Prof Jeroen Van Den Bergh

ICREA Professor at the Institute of Environmental Science and Technology of Universitat Autònoma de Barcelona, and Professor of Environmental and Resource Economics at VU University, Amsterdam.

Prof Peter Wadhams

Professor of Ocean Physics and Head of the Polar Ocean Physics Group in the Department of Applied Mathematics and Theoretical Physics (University of Cambridge). President of the International Association for the Physical Sciences of the Oceans Commission on Sea Ice and Coordinator for the International Programme for Antarctic Buoys. He is author of *A Farewell to Ice* – an authoritative account of our shrinking polar ice.

structure, governance and risk

Organisation Structure

Population Matters is a UK charity regulated by the Charity Commission (No 1114109) and a company limited by guarantee as defined by the Companies Act 2006 (No 3019081). It is governed by its Articles of Association. Until 2011, Population Matters was known as Optimum Population Trust. The registered named was formally changed in April 2023 to 'Population Matters'.

Board activities and composition

The Board meets quarterly to review the strategy and performance of Population Matters. Board meetings were held physically, with sub-committee meetings held virtually. To facilitate effective operations, the Board has delegated authority to the Executive Director, supported by the senior management team, for the management and implementation of operational strategy, staff, operations, finance, risk and governance. There are two Board sub-committees: the Finance, Risk, Investments and Audit Committee (FRIA), chaired by the Treasurer and the Nominations and Remunerations Committee, chaired by the Chair.

The Articles, which have been reviewed and revised during the year, provide for Board members to be appointed for a fixed term of three years, renewable once before at least a one-year break, with a provision that allows a Board member to serve longer, subject to an annual review, if other Board members consider exceptional circumstances justify it.

The recruitment of new Board members is managed by our Nominations and Remunerations Committee, using the widest possible networks and a rigorous appointment process, to ensure that we are finding Board members with the knowledge, experience and networks the charity needs to maximise its future impact. As part of this process, three new Board members joined the Board during the financial year.

New Board members are provided with an induction to their role through the provision of a range of internal information and guidance relating to the charity, as well as direction to sources of best practice.

Remuneration

Staff remuneration is reviewed annually. We have a salary grid based on a comparison of published salary scales to ensure that remuneration is consistent with that paid for similar roles in charities of a similar size. Board members give their time voluntarily and are not remunerated other than for modest expenses. No Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Risk

The Board has a duty to manage the charity's resources responsibly and to ensure that there is an effective risk management process in place. Board members are assisted in meeting their responsibilities by the Finance, Risk, Investment and Audit Committee (FRIA), which oversees the Risk Management Process, making recommendations regarding present and future risks. Our Risk Register identifies the types of risks we face, rates them in terms of potential impact and likelihood and identifies risk management/ mitigation measures and is reviewed regularly. Risks are categorised into five domains: financial, operational, people, strategic and reputational. An evaluation of new and changed risks forms part of the regular meetings of the senior management team and a review of principal risks is included in the papers of each Board meeting.

We review and refresh our strategy regularly, ensuring that it is sufficiently flexible to enable us to take advantage of unexpected opportunities as they arise. Reputational risk is reduced through clear and strong rebuttal of any misrepresentation and false allegations, and by the firm management of our communications. In terms of nurturing our staff, we have a regular appraisal process which ensures that staff remain motivated and committed. We regularly review our data practices and cyber security, ensuring that key data and systems are backed up and appropriate safeguards put in place. We have made a number of operational improvements throughout the year to reduce risk, tighten processes and ensure they remain aligned, across all functions with our strategic objectives.

Officers at year end

Chair – Sara Parkin OBE

Deputy Chair – Rebecca Foljambe

Treasurer – Lisa Mitchell

Directors at year end

Rebecca Foljambe
Rebecca is an NHS GP with a special interest in Family Planning and Women's Health. She is also the founder of You Before Two, a charity which empowers young women to value and protect their autonomy before making reproductive choices.
Date of first appointment: 30/11/19 - Board meetings attended during year: 4 of 5

Pip Hayes
A part-time GP in Devon, Pip was a member of the PM Board previously and has recently re-joined. She also volunteers as a village wildlife warden for ACT (Action on Climate in Teignbridge).
Date of first appointment: 06/10/18 - Board meetings attended during year: 5 of 5

Harry Marven
Harry is a Consultant at Green Park, an executive search firm campaigning to make the world of work diverse, inclusive, and representative. Prior to a career in recruitment, he started off campaigning on human rights, including freedom of expression and freedom of choice, focusing on youth and student engagement.
Date of first appointment: 30/10/21 - Board meetings attended during year: 3 of 3

Lisa Mitchell
Lisa is a qualified accountant and managing director with responsibility for finance and operations at a niche consultancy business. She has previously been a non-executive director in the charity sector and has led finance operations teams for over 20 years in professional services firms, PWC and Arthur Andersen.
Date of first appointment: 30/10/21 - Board meetings attended during year: 3 of 3

Emma Olliff
Emma is an ecologist focusing on farming and its future. She is working on a project called RegenerEat, which aims to build holistic food systems that reconnect people with their ecosystem.
Date of first appointment: 21/10/17 - Board meetings attended during year: 3 of 5

Sara Parkin OBE
Sara is Principal Associate of The Sustainability Literacy Project, Chair of the Richard Sandbrook Trust, and a Trustee of the St Andrews Prize and the Carnegie Trust for the Universities of Scotland. She is also author of several books and was co-founder of Forum for the Future.
Date of first appointment: 18/06/19 - Board meetings attended during year: 5 of 5

Vicky Poll
Vicky has always been passionate about creating environments for life to thrive and studied genetics at UCL to better understand our foundations and the interplay between nature and nurture. Since then, her career has been focused on people and organisation development.
Date of first appointment: 30/10/21 - Board meetings attended during year: 2 of 3

Simone Filippini
As a senior Dutch diplomat, Ambassador Filippini served as Head of the Gender, SRHR and Women's Rights department in the Netherlands Ministry of Foreign Affairs, Consul-General for the Southeastern United States and Dutch Caribbean, and Ambassador to North Macedonia. In January 2023, she started a new role as Chairperson of the Dutch International Commission for social and environmental Impact Assessment.
Date of first appointment: 30/10/21 - Board meetings attended during year: 2 of 3

Senior Management Team at year end

Robin Maynard
Executive Director

Joshua Hill
Head of Finance and Operations

Alistair Currie
Head of Campaigns and Communications

Izi Clery
Head of Fundraising and Engagement

financial summary

OVERVIEW

Income rose 204% this year to £3.0 million, mainly driven by a number of windfall legacies, up £2.2 million from the prior year. Legacies have seen large increases across the sector following the easing of the post-Covid backlog and, while making a significant contribution, these remain difficult to predict due to their inherently variability. Conversely, donations were down 34%, largely due to cost of living and inflationary pressures restricting household disposable income. While membership income was largely robust, campaigns underperformed throughout the year. Gift aid income is dependent on our donor mix, with corporate and payroll giving, as well as overseas donations, included in the sources of income that do not qualify for gift aid. Our diversified strategy continued to provide a complementary income profile for the financial year, though we are taking steps to further diversify into grants.

We use our resources to further our charitable aims for the public benefit; to that end, we analyse our expenditure in relation to our three charitable objectives, which effectively translate into campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability). Raising awareness of the issue has been a key part of our activities over the last year, particularly around 8 Billion Day. We have also continued to increased expenditure on research that will help to underpin our increasingly targeted campaigning activities.

Despite pressures from the cost-of-living crises, our overall income remained buoyant, largely due to legacies, which are relatively uncorrelated to donation income. This resilience was reflected in total income, which rose by £1,990,375 in the year to 30 June 2023, while expenditure increased by only £78,860 which resulted in a large surplus of £1,913,256, compared with a deficit of £13,533 in the previous year. The management team closely monitors financial performance to ensure the outturn aligns to the approved budget. Notice of two legacies, totalling £1.6m, were received in the last few days of the year, and remained receivable as at 30th June 2023. Thus, the large surplus is almost entirely driven by accounting, rather than cash inflows.

Unrestricted reserves at the year-end amounted to £2,728,187 and cash totalled £744,057, both considerably in excess of the minimum level of £500,000 required by the charity's reserves policy.

INCOME AND EXPENDITURE

Income grew year on year by £1,990,375 (204%) to £2,964,356, largely driven increases in legacies (£2,201,048), offset by reductions in donations (£233,897), among small variations. New legacies in the year were from six individuals, with the largest single legacy totalling £1,543,760. Membership income dropped during the year, though overall membership numbers remained relatively robust. A number of campaigns underperformed during the year, though contributions our Empower to Plan programme remained robust, totalling £57,067 (up 62%) as we secured grant income to support reduced donations.

Beyond this, our fundraising activities have focused on diversifying our income streams with campaign-focused appeals and increased targeting of grant-making trusts.

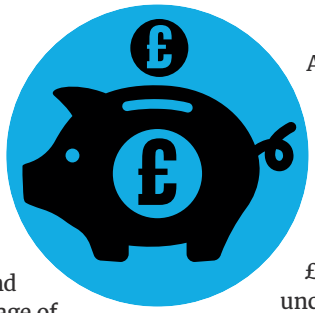
Expenditure increased overall by £79,860 (8%) to £1,051,100. Spending has been allocated to the three principal areas of campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability), all of which rose during the year.

Expenditure on raising awareness (up 3% to £395,568) grew as we focused on 8 Billion Day, World Population Day, as well as our attendance at the International Conference on Family Planning in Thailand and various UN conferences.

Research also saw a significant increase, up 15% to £134,295, as work continued on our own independent research to evaluate the feasibility of achieving a population future at (or ideally, below) the United Nation's (UN) low projection of 7.3 billion by 2100, in addition to a number of smaller research projects. We have also continued to increase expenditure on fundraising, up 34% to £171,448 further committing to professionalising our fundraising capabilities.

We have continued to develop our website and other communication tools, helping to raise the profile of Population Matters and the issue of population sustainability (some of which has been capitalised), as well as supporting our campaigning and fundraising activities.

RESERVES



The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of a drop in income or of other risks manifesting and to enable it to take advantage of unforeseen opportunities.

Following the most recent review, the Board has determined that the minimum level of unrestricted reserves required to meet its objectives is £500,000. Our reserves policy is based on four core pillars: short-term fluctuations in income, fixed contractual commitments, general operational provision and strategic considerations. The reserve is reviewed at least annually, with a formal evaluation completed during the annual budget process to ensure reserves remain aligned to our strategic objectives and financial capabilities.

At the year-end, reserves are significantly higher than the £500,000 minimum level, at £2,777,071 (of which £2,728,187 is unrestricted). This is almost entirely due to accrued legacies, totalling £2,155,570. There is some uncertainty around when most of this balance will be received as, due to legal conditions attached to the largest legacy, some of the funds may not be received for up to three years. Our policy is to propose and plan activities based on cleared and accessible funds, which stand at £744,057 as at 30th June 2023.

The Board has approved the use of some of these excess reserves in the forthcoming year to advance the charity's strategic aims and plan to run a deficit in the year 2023/24. At the date of signing the £1,543,760 legacy recognised is still receivable and no funds have been received against this balance.

INVESTMENTS

During the year we disposed of our investment in a Responsible UK Income and Global Equity Portfolio with Colombia Threadneedle for £177,787, realising a gain of £77,787. We have cash funds spread across a number of deposit-taking institutions, with over 50% of our cash funds held with CAF Bank and Triodos. Given the macro-economics backdrop, at the year-end date, our investment objective was to ensure funds remained on hand without putting value at risk, while achieving the best overall return possible.

STATEMENT OF TRUSTEES' RESPONSIBILITIES FOR THE YEAR ENDED 30 JUNE 2023

The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102 - 2019);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees' Statement was approved by the Board and signed on its behalf by S.L. Parkin and authorised for issue on 27th January, 2024: S.L. Parkin (Chair) - Trustee

independent auditor's report

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF POPULATION MATTERS

Opinion

We have audited the financial statements of Population Matters (the 'charitable company') for the year ended 30 June 2023 which comprise the Statement of Financial Activities incorporating the Income and Expenditure account, the Balance Sheet, the Statement of Cash Flows and the related notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2023, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report (incorporating the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

independent auditor's report

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below:

We gained an understanding of the legal and regulatory framework applicable to the charity and the sector in which it operates and considered the risk of the charity not complying with the applicable laws and regulations including fraud; in particular those that could have a material impact on the financial statements, including financial reporting. In relation to the operations of the charity this included compliance with the Charities Act 2011 and Companies Act 2006.

The risks were discussed with the audit team and we remained alert to any indications of non-compliance throughout the audit. We carried out specific procedures to address the risks identified. These included the following:

- Review of legal fees incurred;
- Reviewing minutes of Trustee Board meetings;
- Agreeing the financial statement disclosures to underlying supporting documentation;
- Enquiring of management including those charged with governance;
- Reviewing key accounting policies and estimates

Management override: To address the risk of management override of controls, we carried out testing of journal entries and other adjustment for appropriateness. We also assessed management bias in relation to the accounting policies adopted and in determining significant accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at:

https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx.

This description forms part of our auditor's report.

Other matters

The financial statements of Population Matters for the year ended 30 June 2022 were not audited

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Michael Cooper-Davis FCCA ACA (Senior Statutory Auditor) for and on behalf of

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP

Date: 27th January 2024

financial statements

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 30 JUNE 2023

	Note	Unrestricted funds	Restricted funds	Total funds 2023	Total funds 2022
Income		£	£	£	£
Donations		433,067	12,773	**445,840**	679,737
Legacies		2,323,392	-	**2,323,392**	122,344
Grants		10,000	115,558	**125,558**	113,427
Gift aid		49,730	1,377	**51,107**	55,197
Other trading activities	2	416	-	**416**	421
Investment income	3	18,043	-	**18,043**	2,855
Total income		2,834,648	129,708	**2,964,356**	973,981
Expenditure					
Raising funds	4	78,754	92,693	**171,447**	128,336
Charitable activities	5				
Campaigning		349,790	-	**349,790**	341,745
Raising awareness		395,568	-	**395,568**	384,613
Research		123,635	10,660	**134,295**	116,545
Total expenditure	6	947,747	103,353	**1,051,100**	971,240
Net income / (expenditure)	7	1,886,901	26,355	**1,913,256**	2,741
Unrealised net gains on investments		-	-	**-**	(16,274)
Net income for the year		1,886,901	26,355	**1,913,256**	(13,533)
Transfers between funds		68,750	(68,750)	-	-
Reconciliation of funds					
Total funds brought forward		772,536	91,279	**863,815**	877,348
Total funds carried forward		2,728,187	48,884	**2,777,071**	863,815

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derives from continuing activities.

financial statements

BALANCE SHEET AS AT 30 JUNE 2023

		2023		2022 Restated	
Fixed assets	Note	£	£	£	£
Intangible fixed assets	10		**11,880**		-
Tangible fixed assets	11		**4,841**		2,780
			16,721		2,780
Current assets					
Debtors	12	**2,173,104**		162,917	
Investments	13	**-**		166,826	
Cash at bank and in hand	14	**744,057**		665,416	
		2,917,161		995,159	
Current liabilities					
Creditors: amounts falling due within one year	15	**(156,811)**		(134,124)	
Net current assets			**2,760,350**		861,035
Total net assets			**2,777,071**		863,815
Funds	16				
Unrestricted funds		**2,728,187**		772,536	
Restricted funds		**48,884**		91,279	
Total funds			**2,777,071**		863,815

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies' regime.

The financial statements were approved by the Board of Trustees and were signed on its behalf by S.L. Parkin and authorised for issue on 27th January 2024: S.L. Parkin (Chair) - Trustee. The policies on page 28 and notes on pages 29-31 form part of the financial statements.

Charity: 1114109
Company: 3019081

CASH FLOW STATEMENT FOR YEAR ENDED 30 JUNE 2023

	Notes	2023 £	2022 £
Cash flows from operating activities	14	**(52,811)**	(42,340)
Cash flow from investing activities			
Purchase of assets		**(17,331)**	(1,799)
Investment income		**(18,043)**	(2,855)
Sale of investments		**166,826**	-
Net cash used in investing activities		**131,452**	(4,654)
Change in cash and cash equivalents in the reporting period		**78,641**	(46,994)
Cash and cash equivalents at the beginning of the period		**665,416**	712,410
Cash and cash equivalents at the end of the reporting period		**744,057**	665,416
Analysis of changes in net debt			
Cash and cash equivalents as at 1 July 2022		**665,416**	712,410
Cash flows		**78,641**	(46,994)
Cash and cash equivalents as at 30 June 2023		**744,057**	665,416

Notes to the financial statements for the year ended 30 June 2023

Note 1: Accounting policies

1.1 - Basis of preparation

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention. Population Matters meets the definition of a public benefit entity under FRS102. The functional and presentational currency is pounds sterling.

1.2 - Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

1.3 - Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

1.4 - Allocation and apportionment of costs

Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute directly to more than one activity are apportioned between those activities. Support costs which are not attributable to a single activity are apportioned between the activities being supported. Further detail on the basis of allocation of support costs can be found in note 6.

1.5 - Intangible assets

Website development costs are being amortised over their estimated useful life of 2 years.

1.6 - Tangible assets

Office equipment is depreciated at an annual rate of 20% in order to write down each asset over its estimated useful life.

1.7 - Taxation

The charity is exempt from corporation tax on its charitable activities.

1.8 - Fund Accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9 - Pension costs and other post retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities (SoFA) in the period to which they relate.

1.10 - Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Accrued income is included at the best estimate of the amounts receivable at the balance sheet date.

1.11 - Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estmated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

1.12 - Financial Instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently recognised at their settlement value. Trade and other debtors, cash at bank and creditors are recognised at cost which is their fair value and fixed assets are valed at cost less depreciation. Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value, with movements taken directly to the SoFA.

1.13 - Investments

In the prior years investments were measured at historical cost. This year investments are measured at fair value through the SoFA. Net gains and losses on revaluation are shown in the SoFA. Unrealised gains and losses are calculated as the difference between the fair value at the year end and their carrying value.

1.14 - Judgements and key sources of estimation uncertainty

No judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies. The trustees make estimates and assumptions concerning the future based on their knowledge of the charity and the environment in which it operates. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual outcome.

Note 2: Other trading activities

	Unrestricted £	Restricted £	**Total 2023**	Total 2022
Sales	416	-	**416**	421

All 2022 income was unrestricted

Note 3: Investment income

	Unrestricted £	Restricted £	**Total 2023**	Total 2022
Investment fund distributions	12,339	-	**12,339**	1,406
Deposit account interest	5,704	-	**5,704**	1,449
	18,043	-	**18,043**	2,855

All 2022 income was unrestricted

Note 4: Expenditure on raising funds

	Direct £	Support £	**Total 2023**	Total 2022
Fundraising direct costs	98,891	-	**98,891**	62,367
Other events	202	-	**202**	1,732
Advertising, promotions & website costs	17,035	-	**17,035**	24,760
Fundraising support costs	-	55,319	**55,319**	39,477
	116,128	55,319	**171,447**	128,336

Note 5: Expenditure on charitable activities

	Direct £	Support £	**Total 2023**	Total 2022
Campaigning	231,056	118,734	**349,790**	341,745
Raising awareness	256,144	139,424	**395,568**	384,613
Research	88,100	46,195	**134,295**	116,545
	575,300	304,353	**879,653**	842,903

Note 6: Analysis of support costs

	Expenditure on raising funds	Expenditure on charitable activities	**Total 2023**	Total 2022
Governance costs	8,487	42,045	**50,532**	35,687
Membership & finance costs	11,303	55,996	**67,299**	22,557
Website & IT costs	7,521	62,319	**69,840**	30,266
Other staff costs	21,237	116,705	**137,942**	140,293
Office costs	4,217	20,892	**25,109**	74,560
Other costs	1,503	7,448	**8,951**	12,753
	54,268	305,405	**359,673**	316,116

Note 7: Net Income/expenditure

	Total 2023	Total 2022
Net income / (expenditure) is stated after charging:		
Depreciation - owned assets	**2,398**	1,891
Trademarks amortisation	**-**	12
Website costs amortisation	**992**	-
Audit / Examiner's Fees	**15,100**	4,800

Note 8: Trustees remuneration and benefits

	Total 2023	Total 2022
Trustees'expenses	**3,288**	1,153

Note 9: Staff costs

	2023 £	2022 £
Wages and salaries	**384,133**	305,172
Social security costs	**37,176**	24,188
Pension costs	**22,153**	17,746
	443,462	347,106

The average monthly number of employees during the year was as follows:

	2023	2022
	10	9
	10	9

The number of employees whose employee benefits (excluding employer pension costs) exceeded £70,000 was:

	2023	2022
£70,001 - £80,000	**1**	1
	1	1

The charity carries out its operations by engaging a mix of full time and part time staff, self-employed contractors and volunteers.

Note 10: Intangible fixed assets

	Website costs £
Cost	
At 1st July 2022	**-**
Additions	12,872
At 30th June 2023	**12,872**
Amortisation	
At 1st July 2022	**-**
Charge for year	(992)
At 30th June 2022	**(992)**
Net book value	
At 30th June 2022	**-**
At 30th June 2023	**11,880**

Note 11: Tangible fixed assets

	Office equipment £
Cost	
At 1st July 2022	11,908
Additions	5,145
Disposals	(1,080)
At 30th June 2023	**15,973**
Depreciation	
At 1st July 2022	(9,128)
Disposals	394
Charge for year	(2,398)
At 30th June 2023	**(11,132)**
Net book value	
At 30th June 2022	2,780
At 30th June 2023	**4,841**

Note 12: Debtors: Amounts falling due within one year

	2023 £	2022 £
Accrued income	**1,908**	-
Other debtors	**-**	4,657
Gift aid debtors	**11,302**	8,328
Legacies accrued	**2,155,570**	132,011
Prepayments	**4,324**	17,921
	2,173,104	162,917

Note 13: Current asset investments

	2023 £	2022 £
Listed investments	**-**	166,826

Note 14: Reconciliation of net expenditure to net cash flow from operating activities

	2023 £	2022 £
Net movement in funds	**1,913,256**	(13,533)
Depreciation charge	**3,390**	1,903
(Increase)/decrease in debtors	**(2,010,187)**	22,451
Increase/(decrease) in short term creditors	**22,687**	(72,290)
Investment income	**18,043**	2,855
(Gain) on investments	**-**	16,274
	(52,811)	(42,340)

Note 15: Creditors: Amounts falling due within one year

	2023 £	2022 £
Trade creditors	**23,625**	58,542
Deferred income from grants	**68,750**	68,750
Accrued expenses	**48,567**	6,300
Other creditors	**15,869**	532
	156,811	134,124

Note 16: Movement in funds

	At 1.7.22 Restated	Income	Expenditure	Transfers In/Out	At 30.6.23
Unrestricted funds					
General Fund	772,536	2,834,648	(947,747)	68,750	**2,728,187**
Restricted Funds					
Empower to Plan	22,529	57,067	(40,610)	-	**38,986**
Overheads	-	52,083	(52,083)	-	**-**
Research	-	20,558	(10,660)	-	**9,898**
Restricted, not earnt	68,750	-	-	(68,750)	**-**
	91,279	129,708	(103,353)	(68,750)	**48,884**
Total	**863,815**	**2,964,356**	**(1,051,100)**	-	**2,777,071**

Empower to Plan is funding to deliver family planning projects on the ground.
Overheads is funding obtained to support support costs, such as our physical office and some back office staff costs.
Research refers to income received for specific commissioned research.
Restricted, not earnt relates to a transfer resulting from a reclassification within the opening reserves balance.

Note 17: Analysis of net assets by fund

	Unrestricted	Restricted	Total
Intangible assets	11,880	-	11,880
Tangible assets	4,841	-	4,841
Current assets	2,711,466	48,884	2,760,350
	2,728,187	48,884	2,777,071

Note 18: Related party disclosures

There were no related party transactions for the year ended 30th June 2023 (2022: None).

REFERENCE AND ADMINISTRATIVE DETAILS

Registered company number: 3019081 (England and Wales)
Registered charity number: 1114109 (England and Wales)
Registered office: The Chandlery, 50 Westminster Bridge Road, London SE1 7QY UK

AUDITORS

Price Bailey LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street, London W1S 4AP

BANKERS

CAF Bank – 25 Kings Hill Avenue, Kings Hill, West Malling ME19 4JQ
Triodos Bank – Deanery Road, Bristol BS1 5AS

After **reducing food waste** and switching to **plant-rich diets**, Project Drawdown, the world-leading study of climate change solutions, rates **family planning** and **education** as the next most effective solution to limiting global warming below 2 °C.

DISCOVER MORE AT POPULATIONMATTERS.ORG

Population Matters campaigns to achieve a sustainable human population, to protect the natural world and improve people's lives. We are committed to human rights, women's empowerment and global justice.

POPULATION MATTERS™

Every choice counts

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Population Matters

England & Wales - Charity number 1114109

Accounts

ANNUAL REPORT
JULY 2021-JUNE 2022

POPULATION MATTERS™

Every choice counts

HOW DO YOU TALK ABOUT POPULATION?

POPULATION MATTERS IS OPENING UP THE GLOBAL POPULATION CONVERSATION. WE'RE RAISING AWARENESS OF THE KEY ISSUES, PROMOTING AVAILABLE SOLUTIONS AND, CRUCIALLY, ENABLING DIVERSE VOICES TO BE HEARD - FACILITATING THOSE WITH REAL LEGITIMACY TO SHAPE A NEW NARRATIVE.

POPULATION MATTERS™

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How we're working to put our plans into meaningful action, to demonstrate that achieving a sustainable future for people and planet is possible.

OUR IMPACT 13
From insightful reports to campaigning and policy work, along with awards for individuals and organisations whose work shines a light on the issues surrounding unsustainable human population, this year saw a higher level of activity from Population Matters than ever before. We're also continuing to build national and global partnerships that are making a real difference to communities across the world. Our activities in education, research and advocacy continue to contribute to the achievement of a sustainable human population, and thus, environmental sustainability.

OUR PATRONS 20
The individuals whose varied expertise and passion for both people and the environment provide valuable endorsement for our work.

OUR EXPERT ADVISORY GROUP 21
This varied group of people bring specialist knowledge and provide us with an independent perspective on our strategy, performance, and major decisions.

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statement by the chair

Conversations about the so-called 'p'-word are increasing. While we acknowledge the difficulties around putting human population size at the centre of our campaigning mission, the last year has felt like a watershed.

During the past year, we have lived through rising political disarray and economic uncertainty, another war in Europe, and the likelihood that epidemics, climatic extremes and the movement of people will become regular rather than rare events. No wonder many people feel gloomy.

My heart goes out especially to young people feeling that both their youth and their future have been 'stolen' from them by older generations who suppressed the evidence and ignored the danger signs. Many are being diagnosed with entirely justifiable 'climate anxiety'.

Without being overcome with Panglossian optimism, I feel nevertheless this past year did reveal a positive shift in human responses to mounting evidence that our species may not have adopted the cleverest of evolutionary strategies. Seeds of doubt about whether we are on a good enough track to guarantee future generations capacity to survive, never mind thrive, are sprouting everywhere.

'Climate anxiety' now infects 'grown-ups'– leaders of countries, banks, corporations and organisations from international institutions to local governments and community associations. Even as politicians prevaricate, change is happening. Investment in renewables outstrips that of fossil fuels, regenerative agriculture practices and a localising of economic activity are spreading.

Most importantly, there is clearer understanding of what is going wrong – that the more people there are, the more natural resources they consume, the more pollution there is. More are questioning the logic of an economy which judges itself on successfully growing the first two factors but ignores the third. Are we really condemned to live with an inevitable growth in pollution – from micro-plastics in our breast milk to damaged climate regulating systems? Seeking answers to such questions is at the heart of Population Matters' ethos. While we acknowledge the difficulties around putting the least considered issue of human population size at the centre of our campaigning mission, the last year has felt like a bit of a watershed.

As our Executive Director, Robin Maynard, says on page 6, 'conversations' about the so-called 'p'-word are increasing in countries such as Kenya – where women live on the front line of difficulties in gaining access to all sorts of rights, including modern contraception – to richer high consumption countries where a movement to smaller families is growing.

Our conference on Economics and Wellbeing (page 14) saw us engage with economic logics based on better outcomes for both humans and the rest of nature, as did our debunking of the myth that an ageing population has no '*Silver Linings*'. That is not to say progress has been, or will be, smooth. In December we published *Welcome to Gilead* in response to awareness of, then research into, increasing restrictions to women's sexual and reproductive rights, including countries wishing to increase birth rates (page 13). All outcomes that lay a promising foundation for what comes next (page 11) as we continue to tackle the goals which we set out in our 2021- 2024 strategy (page 10).

Population Matters' finances held up well during this financial year, and so did our activities (page 13). For this, my thanks go to the Board, for their help as we continue our transition to a modern governance system, to our marvellous staff who have performed miracles under difficult circumstances, and to our donors and supporters for their generous contributions. We couldn't have done it without you. Finally, thanks to our patrons, Expert Advisory Group and our larger membership for your support and involvement through the year – it really mattered!

Sara Parkin OBE
Chair, Population Matters

HOW DO YOU TALK ABOUT POPULATION?

This is the time when the population conversation matters most. When laws on women's rights are being broken and women have no say on their bodies, then we need more support in gender empowerment, especially sexual and reproductive healthcare, and equitable life opportunities for girls and women. We also need to start addressing the connection between human population pressure and the extinction crisis.

Nyombi Morris, who is a Ugandan climate campaigner, CNN Environmentalist of Tomorrow and Population Matters Choice Ambassador

Malawi is highly populated, highly vulnerable to climate change – we have rapid population growth. This is a recipe for disaster. Addressing gender and population growth needs to be at the centre of climate mitigation and adaptation.

Nancy Tembo, Malawi's Minister of Forestry and Natural Resources, speaking at a fringe meeting during the COP26, Climate Crisis Conference, Glasgow, 2021

Having many children during the reproductive life of a woman undoubtedly has an impact on her development, her possibility to earn a better income and her quality of life. With a smaller family, you won't need more land to cultivate corn, you won't cut down the forest. Our resources are connected to what we choose to do with our family size.

Bernarda Jimenez, Monitoring and Evaluation Coordinator at WINGS Guatemala, a Population Matters Empower to Plan partner

Falling fertility is good: it's good for the planet, it's good for communities and good for women.

Prof Sarah Harper, who gave a speech at Population Matters' Boom or Bust conference, speaking on BBC Radio 4's flagship *Rethink Population* series

why population matters

Population matters because **every choice counts** – and every person should be able to have a choice. Yet, many people on our planet don't have a choice, which is something we're pushing to change.

At Population Matters, we talk about population every day. **We lead the conversation about the impact continued population growth has on people's lives**, the other species we share our planet with, climate change, resource use and deforestation – to name just a few.

Importantly, **Population Matters is dedicated to opening up that conversation across the world.** Catalysed by Population Matters, but led by people in countries including Guatemala, India, Kenya, Poland and Colombia, **the population conversation is growing and gathering momentum**. This is **enabling authentic, diverse voices to be heard** – the voices of people who are actually on the frontline of climate change and ecosystem stress, exacerbated by population growth.

Population Matters is proud to recognise and support those who deserve to be listened to but are often overlooked by the mainstream media. We're committed to amplifying the voices of this new generation of global campaigners – inspiring individuals who have the intelligence and integrity to recognise that human population is a key factor in climate change, biodiversity loss, and upon people's quality of life.

Population Matters is the **only charity in the UK** campaigning to achieve a **sustainable human population,** to protect the natural world and improve people's lives. We promote positive, practical, ethical solutions – encouraging smaller families, inspiring people to reduce excessive consumption and helping us all to live within our planet's natural limits.

Population Matters is

director's report

> **Our ambition is to extend the 'Population Conversation'. Providing the space and opportunity for an open dialogue, with many different voices, enables other, valid views to be heard.**

A key theme and focus for us at Population Matters over the past year, in all of our many activities and events, has been about opening up and enabling the 'Population Conversation'. Providing opportunities for a greater diversity of views and voices to be heard, and to positively challenge those institutions, organisations, and individuals who are reluctant to have that conversation – or who are actively seeking to close it down.

It became clear that the latter was the case at the COP26 Climate Crisis talks held in Glasgow in November 2021. PM mustered a team of three, boosted by the eye-catching presence of our 7.5 metre inflatable 'Big Baby'. It was soon clear we were going to need him, if we were to get our voice heard above the clamour of the 12,000 other registered Non-Governmental Organisations present – with an estimated 50,000 to 100,000 climate activists and others vying to gain the attention of policymakers and the world's media on the outside.

Astonishingly, this Convention of the Parties (COP) was the first of the previous 25 to mention fossil fuels directly, to even talk about phasing out coal, and ending subsidies to carbon-emitting energy production. It was clear that getting the 'p' word – population – onto the agenda was going to be challenging.

RAISING THE ISSUE THAT MANY AVOID

Yet, against the odds, we succeeded in raising the issue on several occasions, at the event and in the media, and found a small number of friends who shared our views and had the courage to voice them. Notably, delegates from the Global South, such as Dr Eliya Zulu, director of the African Institute for Development Policy (AFIDEP) who chaired a meeting headlined, 'Building the nexus between climate change, family planning, reproductive health, population, environment and development', in the World Health Organisation's pavilion, which I attended on my last morning at the summit.

Opening the session, Dr Zulu observed wryly that, apart from this meeting, the issue of population was barely on the agenda: "If you go around this COP or previous conferences, the 'p' word, as I call it, seems to be forbidden". Following on, Nancy Tembo, Malawi's Minister of Forestry and Natural Resources, challenged the prevailing narrative in Glasgow that population and its linked solution of family planning must not be mentioned as having any role in curbing climate change: "Unless we address issues of reproductive health and population, we will not achieve anything... Addressing gender and population growth need to be at the centre of climate mitigation and adaptation."

'Big Baby' literally rose above the self-censoring orthodoxy seeking to silence voices and close ears and minds to what is evidently obvious to those like Dr Zulu and Nancy Tembo, living and working in countries on the frontline of the impacts of climate change – that our growing human population is a key driver of the climate and other environmental crises confronting our world. The solutions for addressing it – enabling universal access to education and to the technology of contraception – offer real, tangible benefits to people and planet.

TALKING OPENLY AND HONESTLY

Seeking to open the conversation at an event where we were only three of thousands of delegates was always going to be tough. That's why in March 2022, at the invitation of the Kenyan-based public health consultancy, WellSense, we co-hosted the 'Population Conversation' gathering in Kilifi, Kenya (pictured above). In contrast, to the chaotic babble of thousands of competing voices, this brought together around 40 people with a wide diversity of disciplines and life experiences, from Kenya, Rwanda, Uganda, and in my case, the UK, but all with a common interest in talking openly and honestly about the 'p' word.

Marine biologists, soil scientists, wildlife conflict managers, urban waste recyclers, girls' independence and rights enablers, family planning and maternal health providers,

proponents of sustainable development and new economic models for improving people's wellbeing within natural resource boundaries all added to the flow of knowledge and experience. Alongside leading academics from the universities of Nairobi, Rwanda and Mombasa's technical college, grassroots workers and activists working in some of the hardest pressed communities in Kenya engaged in and contributed to the conversation – including former sex workers and reformed criminals from Nairobi's largest informal settlements.

PERSONAL EXPERIENCES AND EXPERTISE

Providing the space and opportunity for such an open dialogue – with many different voices, including those normally unheard – proved more productive than the necessary, but frustrating, struggle of seeking to raise the issue in the more conventional venues and processes. This was because the participants were actively interested in, open to learning about, and eager to add their personal experiences and expertise to the conversation.

Our ambition is to extend the 'Population Conversation' in countries and communities beyond Kenya, in the Global North, as well as the Global South, and so enable those other valid views to be heard. That's why PM is also prioritising the promotion of other new, different, and in many cases younger voices through our 'Change Champions' awards, which recognise campaigners and community activists who are highlighting the issue of unsustainable human population pressure and advancing the urgently needed, globally beneficial solutions, especially the empowerment of women and girls. There is no doubt that the 'Population Conversation' is opening up, which heralds a brighter future for people and planet.

Robin Maynard
Executive Director,
Population Matters

WHY WE NEED TO OPEN UP THE POPULATION CONVERSATION

Scientists term the era we are living in 'The Anthropocene', comparing the impact we are having on our planet as equivalent to that of a devastating asteroid strike or a major ice age. Our impact as a species – in terms of our overall numbers, consumption and pollution – is driving us towards a self-generated existential crisis. Hundreds of millions of people globally are already suffering adverse effects – with one in 10 in extreme poverty. As things stand, the 17 UN Sustainable Development Goals (SDGs), targets set for ensuring good lives for all on a healthy planet by 2030, are increasingly unlikely to be met.

-69%
DECLINE
since 1970

The latest Living Planet Index, produced by WWF and the Zoological Society of London[i], calculates that wildlife populations globally have plummeted by 69% since 1970. During that same period, our human population has more than doubled from 3.7 billion to over 8 billion currently.

"The problems, all tied to human consumption and population growth, will almost certainly worsen over coming decades. The damage will be felt for centuries and threatens the survival of all species, including our own."
Quote from a 2021 paper authored by 17 leading scientists, which reviewed more than 150 major studies on the state of our planet[ii].

Project Drawdown, the world-leading study of climate change solutions, rates family planning and education, resulting in slower population growth, as key to tackling the climate crisis. After reducing food waste and switching to plant-rich diets, lowering population growth via ethical family planning and education has been identified as the next most effective solution to limiting global warming[iii].

[i] www.livingplanetindex.org/
[ii] www.frontiersin.org/articles/10.3389/fcosc.2020.615419/full
[iii] drawdown.org/sectors/health-and-education

HOW DO YOU TALK ABOUT POPULATION?

There is a really compelling argument that we need to manage population growth in order to have less of an impact on the earth, less of a need for food, a need for material resources. I don't think this is the kind of conversation we should shy away from having because it will make a big difference whether we have 10 billion people or 12 billion people on the planet in a century's time.

Lily Cole, actor, model, author and activist in a recent interview with *Hello* magazine. Lily is also a Population Matters Change Champion (Media Story Award)

Family planning in Rwanda is not seen as population control, but rather as a way to empower the people.

Dr Dieudonee Muhoza from the University of Rwanda, speaking at the Population Conversation event in Kilifi, Kenya, which was co-hosted by Population Matters and local public health consultancy WellSense

We have seen first-hand the tangible, positive results of integrating women's empowerment and family planning into our conservation projects. Through workshops and access to family planning, women can live in harmony with their environment, use natural resources in a sustainable way - and have freedom of choice to be able to plan for their future.

Sara Inés Lara, Executive Director of Women for Conservation, Colombia, a Population Matters Empower to Plan partner

It is facile to say that population growth has really nothing to do with climate change.

Lord Adair Turner of the Institute for New Economic Thinking, speaking at Population Matters' 'Boom or Bust' conference

our vision and mission

OUR VISION

Our vision is of a future in which humanity co-exists in harmony with nature, recognises and respects ecological boundaries, and prospers on a healthy planet. One in which future generations of children grow up in a regenerating, wildlife-rich world, sustained by resilient, thriving ecosystems.

A healthier future

where everyone everywhere has the right and freedom to choose their family size.

A fairer future

in which a greater proportion of people enjoy greater wellbeing.

A safer future

in which our overall human population stabilises and ultimately reduces.

OUR MISSION

We catalyse positive action through fostering choices that will help achieve a sustainable human population and regenerate our environment.

We promote positive, practical, ethical solutions – empowering people everywhere to choose smaller families and championing more sustainable consumption. We foreground human rights, women's empowerment and global justice. We are informed by experts with input from our Expert Advisory Group (see page 21), our patrons (see page 20) and other key stakeholders and partners.

We commission independent research through the ***Journal of Population and Sustainability*** (***JP&S***) the editorially independent, interdisciplinary academic journal, which explores all aspects of the relationship between human population and environmental sustainability[iv]. The ***JP&S*** has achieved the Directory of Open Access Journals (DOAJ) 'seal' for best practice in Open Access publishing – only awarded to 10% of journals indexed with the DOAJ.

Our work is grounded in good science and a growing body of scientists affirm and endorse our analysis. Exemplified by the 'World Scientists' Warning' signed by 15,000 scientists from 184 countries, and which highlighted the need to address human population growth alongside excessive consumption.

OUR CHARITABLE OBJECTIVES FOR PUBLIC BENEFIT ARE:

> To advance the education of the public in issues relating to human population worldwide and its impact on sustainability.

> To advance, promote and encourage research into ecologically sustainable human population levels in all or any part or parts of the world and to publicise the results of such research.

> To advance environmental protection by promoting policies, in all or any part or parts of the world, which will lead or contribute to the achievement of ecologically sustainable human population levels.

In setting these objectives we have had due regard to the charity commissioners' guidance in section 17 of the Charities Act 2011.

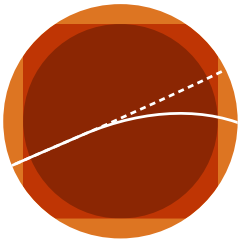
Photo by Greg Rakozy on Unsplash

[iv] www.whp-journals.co.uk/JPS/index

our strategy

Reviewed annually, our current Strategy 2021-24 is focused on:

'Bending down' the global population curve so that our overall human numbers peak at or below the UN's low projection of 6.5 billion by 2100. Achieving this is possible if people are enabled to choose and realise the benefits of having smaller families.



Ensuring it's culturally normal, practically possible, and personally desirable for women everywhere to choose smaller families. This means ending the current unmet need of more than 270 million women worldwide for safe, modern family planning, which the UN estimates would cost $68.5 billion over 10 years – less than $9 billion has been provided to date[v].

Getting the population factor and solutions widely accepted as key for easing climate and biodiversity emergencies, and for boosting human development and wellbeing. An analysis of climate change solutions by Project Drawdown ranks education and family planning as the third most impactful solution to combat climate change.

Tackling overconsumption and challenging the unsustainable economic growth paradigm. Population Matters is promoting new economic models that measure wellbeing, not just crude GDP.

Having a global impact. Population is a global issue, with different challenges and solutions appropriate for different countries, cultures and societies. We prioritise working with partner organisations, grassroots community groups, and individuals across the world.

CASE STUDY: How humour and a holistic approach transformed Thailand's quality of life

In 1970, Thailand's annual population growth rate was 3% with a total fertility rate (TFR) of more than six children on average per woman. The following year, the country established its first voluntary family population programme, introducing a holistic and creative suite of policies. Mass media communication was also deployed, with over half of Thais getting family planning information via radio or TV. The promotion of contraceptives in a fun way – via activist and politician Mechai Viravaidya – known as Mr Condom – achieved tremendous success towards overturning taboos and misconceptions. Today, the growth rate is near zero and just 4% of women have an unmet need for modern contraception, with 90% of need met through modern methods.

Thailand was also among the first low-income countries to see a significant drop in infant mortality, from 68 deaths per 1,000 live births in 1970 to seven deaths per 1,000 live births today, with the UN's World Health Organisation hailing the programme's success.

Population Matters was a sponsor of the 2022 International Conference on Family Planning, held in Thailand, at which Thai Minister of Public Health, Anutin Charnvirakul, stated: ***"After introducing the National Population Policy in 1971, we were able to lower the TFR from 6.1 to 1.5 over 50 years while raising the contraceptive use rate from 15% to 70%. This is a huge success and shows that family planning is key to improving quality of life."***

Photo by a-pril-28CtBUecORE on Unsplash

[v] unfpa.org/featured-publication/costing-three-transformative-results

our plans for the future

We will mainstream the Population Conversation

In March 2022, in partnership with the Kenya-based, public health consultancy WellSense, we co-hosted the 'Population Conversation' event in Kilifi, bringing together diverse stakeholders to discuss the wide-ranging impacts of rapid population growth, identify solutions, and create a coalition for positive action. Delegates signed up to a shared, unifying statement recognising the need to address and integrate the issue of population in their many and varied fields of work:

"We believe that addressing the overconsumption of resources, production of waste, and the inequity inherent in those globally is an inseparable part of the population conversation. We are committed to taking forward and developing this conversation, as we believe it is of critical importance for Kenya, for Africa, and indeed for the world."

Our ambition is to mainstream that crucial 'Population Conversation', extending the conversation to different countries, voices and platforms. We will support our Kenyan colleagues in establishing their own, long-term, population hub.

We will publish ground-breaking research

It is people in the poorest countries who are most impacted by climate change and ecosystem collapse, and who will benefit most from having the right and means to choose smaller families. We have commissioned research, headlined ***Population Futures***, from leading paediatrician Professor Peter Le Souef and global-change ecologist Professor Corey Bradshaw. Their initial analysis underpins our case that it is both possible and preferable to 'bend down the curve' of population growth, and that this would secure a better, safer, more resilient future for children everywhere.

We will push to make smaller families the 'norm'

We will sustain our efforts to end the current unmet need of more than 270 million women worldwide for safe, modern family planning by 2040, and campaign for universal access to contraceptive choice. We will debunk, using good evidence, the dangerous narrative that there is a 'baby bust', challenging the flawed arguments of those who foster needless panic about demographic change, and attempt to boost the birth rate by limiting women's reproductive rights. We will also run a behaviour change campaign, directed at people in the Global North, to promote acceptance that choosing smaller families is 'better for you, for your children, for our shared world'.

We will challenge unsustainable consumption

We will campaign to address the drivers of overconsumption, to promote sustainable lifestyles, and to demonstrate more clearly the causal links between population (numbers of people), use of natural resources (individual and collective levels of consumption), and the impacts on our planet (pollution, biodiversity and ecosystem collapse).

We will continue to 'own' World Population Day

As the only campaigning organisation in the UK working on the population issue, we will build on our impact over the past five years in making the UN's annual World Population Day (11 July) a major public awareness raising event. We will continue to highlight the voices and experiences of those in the frontline of population growth, climate change, and ecosystem stresses, promote the available, positive solutions, and expose lack of action and funding from the international community.

HOW DO YOU TALK ABOUT POPULATION?

The provision of access to comprehensive sexuality education, contraceptives, abortion, high-quality prenatal testing, and other reproductive services is the policymakers' duty. Unfortunately, fundamentalists and authoritarian governments do not recognise that fact - but as women's rights activists, we are here to change that.

Antonina Lewandowska, Polish reproductive rights activist, sex educator, sociologist and Population Matters Change Champion (Women's Champion Award)

We believe that no one is going to stand up, speak or fight for us - we have to do it for ourselves. It's very challenging as we're standing up against age-old patriarchal and caste-ist norms, but it gives us a sense of purpose and hope for our future. The ability to make decisions about your body, health and life is every girl's right.

Vineeta Meena, one of Rajasthan Rising's first girl leaders, India, a Population Matters Empower to Plan partner and Change Champion (Young Campaigner Award)

Women opting out from motherhood are not emotionally stunted, not ripping apart the fabric of the society and not pushing the human race to extinction. I know Population Matters seeks to celebrate the choice to have a small family and be child-free.

Kohinur Khyum Tithila, journalist and writer for the *Dhaka Tribune i*n Bangladesh, a Population Matters Change Champion (Media Story Award)

our impact

Population Matters catalyses positive change, translating the science and research into persuasive communications, to offer a vision and narrative that people can aspire to, identify with, and believe is achievable.

Although mainstream environmental organisations are still not engaging with the issue, a meaningful and powerful population conversation is opening up and growing globally –a new narrative shaped by those with real legitimacy.

Population Matters is building a global network of individuals and organisations who understand the key issues and are committed to identifying and implementing practical solutions. This network of change makers recognises that human population is a key factor in addressing climate change, biodiversity loss, and improving people's quality of life.

This is our story of how we're working today to open up the population conversation – for a better future tomorrow, for people and planet.

Population Matters investigates unreported issues and uncovers worrying global developments restricting sexual and reproductive rights >>

One of the obstacles to ending and reversing population growth is the drive to increase birth rate. In this reporting year, Population Matters produced a range of initiatives to challenge this pronatalist agenda.

Concerned by a number of disturbing news stories emerging from countries across the world, we undertook dedicated research to assess and expose the under-reported threats to sexual and reproductive rights motivated by concerns about population decline. The initial outcome was our report, ***Welcome to Gilead***, published in December 2021.

The report examined how in countries from Iran and China to Poland and the USA, concerns about low birth rate are being mobilised to justify restrictions on contraception and abortion, and people choosing smaller families are stigmatised. While some people in the wider community defending and upholding reproductive rights remain preoccupied with historical examples of 'population control' (such as China's one child policy), our report was designed to refocus attention on a critically neglected and current threat to women's rights. Through coverage in feminist and mainstream press, we increased the visibility of these concerning developments and provided the foundation for our ongoing Gilead Watch campaign, monitoring developments as they arise.

For example, we knew in early December 2021 that the overturning of Roe v Wade in the USA was likely, and just a year after Poland's near-total ban on abortion, the US Supreme Court did indeed enable states to legislate the same. Whilst disheartening, such significant international events do help catalyse our global reach, in this case bringing a critical voice from Poland, Antonina Lewandowska (ASTRA, the Central and Eastern European Network for Sexual and Reproductive Health and Rights, and Ponton Group) to the population conversation by profiling her foreword to ***Welcome to Gilead***.

Beyond the exceptional coverage received for our **Change Champions** awards, **Population Matters** was featured in **more than 50 other national and international media stories** over the year, including in the **Mail**, **Telegraph** and **Guardian**, and a high-profile opinion piece on **CNN** about the **Pope's comments** in January 2022 which criticised people who choose to be child-free.

our impact

Population Matters uses evidence-based findings to challenge damaging false narratives >>

One impetus for pronatalism is the pervasive narrative that a low birth rate and ageing population spells economic disaster for nations with low fertility rates. Population Matters undertook two substantial pieces of work to correct this false narrative. In November 2021, we published a 36-page report, ***Silver Linings, Not Silver Burdens***, detailing the evidence that a lower birth rate is needed and that practical, available policy options – not least, harnessing the economic potential of older people – can be implemented to address demographic change. The report was widely distributed to economists, think tanks and policymakers and secured coverage in UK national media.

Population Matters provides a forum for speakers from across the world to share their incisive presentations on the importance of addressing population >>

In tandem with the ***Silver Linings*** report we hosted our most ambitious conference yet, ***Boom or Bust: population, economics and wellbeing***. The all-day, virtual and in-person event featured speakers from across the world, including former chair of the UK Financial Services Authority, Lord Adair Turner, the director of the African Institute for Policy and Development, Dr Eliya Zulu, Prof Sarah Harper of the Oxford Institute of Population Ageing and Dr Leticia Appiah of the National Population Council of Ghana. An audience of 400 people live and online heard a comprehensive and authoritative range of presentations detailing the importance of addressing population and countering the conventional wisdom on ageing. Well-received by its audience, the entire event and individual sessions are also available on our YouTube channel, where we continue to promote them.

Boom or Bust?
Economy, wellbeing & population

Population Matters brings together diverse stakeholders to address the wide-ranging impacts of rapid population growth >>

In an exciting new initiative, we co-hosted a 'Population Conversation' symposium in Kenya with local public health consultancy WellSense, bringing together diverse stakeholders to discuss the wide-ranging impacts of rapid population growth and identify the actions needed to mainstream the critical 'Population Conversation'. The event affirmed again our experience that people directly affected by population growth understand its implications and we believe the event may serve as a model for future activity.

We continued to use webinars to bring together voices from across the world to engage and inform supporters and the wider public alike. In December, we brought together women's health and rights advocate Dr Yasmeen Qazi from Pakistan, Sara Inés Lara from Women for Conservation in Colombia, Hannah Evans of Population Connection in the USA, and Dr Rebecca Foljambe, of You Before Two, a UK-based programme focusing on vulnerable young women to discuss shared challenges and solutions.

Population Matters has developed a unique interactive tool to explore the relationship between population and the environment >>

Recognising the vital importance for campaigning organisations of maximising opportunities and responding to developments in the digital world, our remit to educate the public on population issues saw a significant new initiative in April: the launch of our Population Explorer interactive online tool. Acknowledging the appetite of online audiences to engage with content rather than passively receive it, the tool presents critical information on the relationship between population and the environment through interactive quizzes and maps, animated graphics and a self-selected user journey. The Explorer has been well received by supporters and new online visitors and further action to promote it will be undertaken in the forthcoming year.

9,245

campaign actions taken by our supporters via our website – **up by more than 50%** on last year

908,000

website visitors

from 236 countries

up 10% from the previous year

24%

increase in Instagram followers

11.5%

increase in Twitter followers

300,000

people were reached by a targeted social media and high-profile digital billboard campaign featuring the slogans **'More is Less'** and **'Keep a Safe Distance'**

600 STORIES

featured across the **national and international media** featuring **Population Matters** in response to our Change Champions awards

£105,714

raised for our **30th anniversary appeal**

#MAKEITPOSSIBLE

£27,933

crowdfunded by members and supporters to support seven life changing **Empower to Plan** projects

EMPOWER TO PLAN

our impact

Population Matters reaches out to important audiences at international events >>

In autumn 2021, we focused on our strategic goal of having the population factor widely accepted as a key contributor to the environmental crisis by bringing our message to two significant international events: the congress of the International Union for the Conservation of Nature (IUCN) in Marseilles and the COP26 climate change conference in Glasgow.

At our popular stall at the IUCN event, we found significant support among conservationists all too aware of the impact of population. The sheer scale of the COP26 event made it far more challenging to have our voice heard. However, our publicity stunt featuring our 7.5 metre Big Baby inflatable secured media coverage for our case.

Thanks to our input, the draft version of the new IUCN Europe Programme 2021 – 2024, now mentions human population growth: *"The current societal production and consumption patterns, especially in the Global North, including the EU, coupled with a growing human population, have exceeded our planetary boundaries and accelerated the biodiversity crisis."*

IUCN WORLD CONSERVATION CONGRESS Marseille

Population Matters opens up the conversation to new audiences >>

In October 2021, more than 300,000 people were reached by a targeted social media advert complemented by high profile digital billboards in London, Birmingham and Manchester. Featuring the slogan 'More is Less', the powerful and eye-catching advertisements featured images of the beauty and the destruction of nature. Our 'Keep a safe distance' advertisement was also featured in ***The Big Issue***, ***Metro*** and ***Guardian***.

Population Matters enables our supporters to take action >>

We continued to engage with and lobby for population solutions in the process for developing a new global biodiversity protection strategy, the Post-2020 Framework of the Convention on Biodiversity, while also launching our new public biodiversity campaign, HumaNature. The campaign is designed to raise awareness of our dependence on the natural world and promote specific activites to protect it. Its initial focus was the threat to insect species and numbers, and we asked our supporters not just to take online action, but to also introduce insect-friendly measures in their own gardens and local areas.

HUMANATURE

Population Matters recognises those whose work shines a light on the issues surrounding unsustainable human population >>

For 2021, our brand new Change Champions awards successfully highlighted individuals and organisations changing lives and minds across the world. Our nine recipients included Kohinur Khyum Tithila, a journalist who courageously wrote about her child-free choice in Bangladesh and Natsiraishe Maritsa, a teenage activist against child marriage in Zimbabwe. Our audacious choice to give an award to the Duke and Duchess of Sussex for announcing their intention to limit their family size for environmental reasons was picked up by the global media, leading to more than 600 stories featuring Population Matters, most of which also featured the less well-known recipients who would otherwise not have received airtime.

Further, we were delighted to launch our Choice Ambassadors scheme to better promote the voices of young people tackling key issues across the world and in their local communities. All champion environmental protection and gender equality, and importantly, speak plainly and passionately for their own generation as population advocates.

Population Matters builds practical international partnerships that change lives and communities >>

A vital first step is to enable hundreds of millions of girls and women worldwide to have access to quality education and to meet their need for safe, modern family planning – so they can choose when or if to have children and enjoy full bodily autonomy.

Empower to Plan is our pioneering initiative for boosting the work of grassroots organisations and community activists around the world, which deliver vital on-the-ground family planning and sexual and reproductive health and education services alongside practical environmental solutions. Our partners are based in diverse locations from Guatemala to India and Kenya, to Pakistan, Venezuela and the UK. Empower to Plan enables us to shine a light on real stories and amplify the voices of those who are most affected by population growth so that they too become a vital part of the global population conversation.

Guatemala has one of the highest fertility rates in Latin America, but grassroots groups like **Na'leb'ak** are making a tangible difference for adolescent Maya Q'eqchi girls in the municipality of Chisec, empowering them to make positive decisions about their lives and their communities. The team delivers weekly sessions focused on gender-based violence and sexual and reproductive health, alongside food security and nutrition. With support from Empower to Plan, Na'leb'ak has provided sex education workshops and vegetable garden training to 80 girls in three of the communities most affected by the 2020 hurricanes, using a holistic approach to indigenous women's health and wellbeing.

"It is important to maintain a community-led presence which seeks to empower and strengthen young people's skills so that they feel able to continue with their life plan."

Karla Rax, Na'leb'ak Programme Coordinator
£5,500 raised from PM members and supporters

Rajasthan Rising is one good news story to come out of the Covid-19 lockdown of 2020, during which 10 girls came together to campaign for access to education and an end to child marriage – in a country where 1.5 million girls under 18 get married each year. They

are now a movement of 5,000 girls across their region of India. Via Empower to Plan, Population Matters supported new leadership training workshops for 17 adolescent girls. This led to 100 community meetings with over 500 people engaging in dialogues about the importance of girls' education.

"I belong to a Scheduled Caste community, which is considered the lower caste in India, and I was destined to clean other people's homes just like my mother. But I had dreams and plans for my future, and I wanted to be part of a collective which will allow other girls to achieve their dreams and not be forced into child marriage."

Priyanka Bairwa, Founding Member, Rajasthan Rising
£4,100 raised from PM members and supporters

In Afghanistan, the Taliban banned all girls from attending secondary school in March 2022, but the **Afghan Family Guidance Association** – one of Afghanistan's oldest NGOs – continues to play an essential role in the provision of sexual and reproductive health services. While many international donors were struggling to get funds into the country, we were pleased to support the salaries of three midwives and experts in family planning to provide counselling in AFGA's clinics in Kabul. This enabled Afghan women, men and their families to access essential medical services even during the ongoing political challenges and instability.

"Preventing unwanted pregnancies may not sound like a big deal for some, but certainly for people like me, family planning and spacing births give us life."

Latifa*, patient of AFGA's family planning healthcare services (*pseudonym)
£5,772 raised from PM members and supporters

our impact

Population Matters is gaining supporters from across the world who share our belief that achieving a sustainable human population to protect the natural world and improve people's lives is possible >>

We are delighted to count on the support of more than 24,000 people from 135 different countries who receive our monthly email updates, and the many thousands of others who follow our campaigns and join in the conversation via social media.

The continued support of our members around the world truly underpins our work. Without their dedication and generosity, it would not be possible to produce our campaigns and reports or collaborate with so many inspiring partner organisations and individuals.

85%

of supporters and members said they were 'very satisfied' or 'somewhat satisfied' with our work

PM Annual Survey 2021

Feedback from our surveys

Our second annual supporter and member survey, circulated in December 2021, received a significant amount of feedback from those who receive our monthly email update (802) and members who support our work financially (532); collectively voicing opinions from 56 different countries. The top themes of interest among our supporters are 'global population growth', 'nature and biodiversity' and 'climate change', each reflected in our campaign outputs, with 85% of supporters and members stating they were 'very satisfied' or 'somewhat satisfied' with our work.

Our 30th anniversary appeal exceeded its target for the calendar year 2021, raising an amazing £105,714 from 830 of our generous members and supporters. Without such dedication from one of our critical audiences, we could not deliver campaigns, write and promote our reports or attend and stage conferences. We also extended our reach and prominence among household charity names by taking part in The Big Give's Christmas Challenge matched-funding appeal, which also exceeded its target. A special thanks is due to those whose generosity made it possible.

"I love the work Population Matters does and I feel so proud to be a member. Of all the charities I support, I think Population Matters is the one I feel strongest about. Keep up the good work and keep spreading your crucial messages!"

Member (Annual Survey 2021)

"I am so glad that your organisation exists and is prepared to tackle one of the main issues that may result in the loss of our planet."

Member (Annual Survey 2021)

Catalyst members

Given we do not receive any income from government or contracts, the importance of the continued financial support from all our members – and the following catalyst members in particular – cannot be understated. It is their generous support that underpins our continued growth and development as a catalyst organisation making a better future possible in partnership with others. Our sincere thanks to:

Mrs Abigail Bagshaw, Mrs Katherine Balderson, Ms Janet Beal, Dr P Bermingham, Emma Blythman, Mr Scott Carlton, Mr Clive Catherall, Mr Edward Coleman, Mr L Dimery, The Dingwall Trust, Emeritus Prof John Guillebaud, Mr Roger Martin Jarrett, Mr Alan Johnson, Mr Christopher Lawson, Mr François Micheli, Mr Michele Nicastri, Mr Norman Pasley, Hugh Rattray, Jeff Richards, Mr Iain Richardson, Gunnar Rusten, Prof Caroline Series FRS, Mr Nigel Stevenson, Dr Hoon Seong Teo, John Tippler, and 28 others who wish to remain anonymous.

The Rufford Foundation
www.rufford.org @ruffordgrants

We would also like to extend our thanks to the Rufford Foundation for their ongoing, generous support.

HOW DO YOU TALK ABOUT POPULATION?

Africa is the hotbed of massive population growth: Nigeria is on the frontline. Despite efforts to increase family planning in Nigeria, the number of women with unmet need is still high. Funding family planning will help slow the exponential growth rate and in turn help mitigate climate change.

Chidera Benoit, Executive Director of Population Explosion Awareness Initiative, Nigeria, and PM Change Champion

Currently, about 9% of Indian women have an unmet need for contraception, which means that approximately 22 million women want to stop or delay childbearing but do not have access to a method of contraception.

Poonam Muttreja, Executive Director of the Population Foundation of India , commenting in *Population Matters* magazine for World Population Day

Each year, between 4,000 to 5,000 Kenyan women die in childbirth – equivalent to 20 Boeing max 737s falling out of the sky, and yet where's the outrage and action?

Dr Job Makoyo, Director of Programmes and Operations for Marie Stopes International Kenya, speaking at the Population Conversation symposium in Kilifi, Kenya

Education and empowerment to enable women and girls to make choices about their bodies and how many children they have, and when, is at the heart of the real solution to all the complex issues that feed into climate change. With high populations everything is small, people are forced to build in swamps, people are forced to do illegal mining, people look at everything as a source of income and both humans and nature are exploited.

Nyombi Morris, Ugandan climate campaigner, CNN Environmentalist of Tomorrow and PM Change Ambassador

our patrons

We are honoured to count the following individuals as our patrons. With their varied expertise and passion for both people and the environment, our patrons help to emphasise the importance of concern about human population for achieving a sustainable future. We thank them for their high-profile, visible support of our vision and mission.

Sir David Attenborough OM CH CVO CBE FRS FZS FRA

Internationally respected naturalist, broadcaster and presenter of several seminal series including *Life on Earth, Blue Planet* and *Our Planet*

"The human population can no longer be allowed to grow in the same old uncontrolled way. If we do not take charge of our population size, then nature will do it for us, and it is the poor people of the world who will suffer most."

Dame Jane Goodall PhD DBE

Founder of the Jane Goodall Institute and UN Messenger of Peace

"It's our population growth that underlies just about every single one of the problems that we've inflicted on the planet. If there were just a few of us, then the nasty things we do wouldn't really matter and Mother Nature would take care of it – but there are so many of us."

Chris Packham

Naturalist, nature photographer, television presenter and author

"There's no point bleating about the future of pandas, polar bears and tigers when we're not addressing the one single factor that's putting more pressure on the ecosystem than any other – namely the ever-increasing size of the world's population."

Leilani Münter

Ex-race car driver, child-free champion and environmental campaigner

Jonathon Porritt CBE

Director of Forum for the Future, former Chair of the UK Sustainable Development Commission, President of Population Matters

Prof Sir Partha Dasgupta FRS FBA

Frank Ramsey Professor of Economics, University of Cambridge

Prof Paul Ehrlich ForMemRS

Bing Professor of Population Studies, Stanford University

Prof John Guillebaud

Emeritus Professor of Family Planning and Reproductive Health, University College, London, and Medical Director, Margaret Pyke Centre for Family Planning

Gordon Buchanan MBE

Wildlife filmmaker and presenter. He was presented with an MBE for services to charity and wildlife conservation.

Adrian Hayes

Record-breaking polar explorer and adventurer, speaker, coach, campaigner and author

Malcolm Potts MB BChir PhD FRCOG

Professor in Maternal and Child Health and former holder of the Fred H. Bixby Endowed Chair in Population and Family Planning of the University of California

Sara Parkin OBE

Principal Associate of The Sustainability Literacy Project, Co-founder of Forum for the Future, Chair of the Board, Population Matters

Judy Ling Wong CBE

Hon President of Black Environment Network (BEN), focused on integrating environmental, social and cultural issues in the context of sustainable development

Susan Hampshire OBE

Actress and population campaigner

our expert advisory group

Our Expert Advisory Group (EAG) gives us an independent perspective on our strategy, performance, and major decisions. We are fortunate to have attracted experts from a wide range of disciplines to join the EAG, whose expertise and advice we can draw upon.

Dr Muhtari Aminu-Kano

Currently Director-General of the Nigerian Conservation Foundation, his previous positions include Assistant Director, Lake Chad Research Institute, Maiduguri; Project Director, Hadejia-Nguru Wetlands Project, Nigeria; and as Senior Adviser on Policy & Advocacy at the Birdlife International Secretariat, Cambridge.

Wendo Aszed

Founder and Executive Director of Dandelion Africa, a grassroots organisation in Kenya focused on women's health and economic empowerment, providing economic and skills training, and health information to young people. Dandelion Africa is partnered with PM through our innovative Empower to Plan programme.

Prof Ugo Bardi

Teaches physical chemistry at the University of Florence, engaging in research on sustainability and energy with a special view on mineral resources, circular economy, and recycling. He is a member of the Club of Rome and chief editor of the Springer journal *Biophysical Economics and Resource Quality*.

Dr Patrick Curry

A tutor at the University of Wales Trinity St David and former lecturer at the universities of Bath Spa and Kent, and author of *Ecological Ethics: An Introduction.* He is also the editor-in-chief of the online journal *The Ecological Citizen*.

Dr Edu Effiom

Assistant Director with the Nigerian Cross River Forestry Commission, where she heads the Reduced Emissions from Deforestation and Forest Degradation and Sustainable Forest Project Unit. A Councillor with the Association of Tropical Biology and Conservation, she currently chairs its Africa Chapter.

Dr Rebecca Foljambe

A GP with special interest in Family Planning and Women's Health, she set-up You Before Two, a charity which encourages and enables young men and women to consider their own education, life choices and autonomy. PM has worked in partnership with You Before Two through our Empower to Plan programme.

Dr Jane O'Sullivan

Honorary Senior Fellow at School of Agriculture and Food Sciences and Faculty of Science, University of Queensland. Executive Committee member of Sustainable Population Australia.

Alisha Graves

President of the California-based non-profit OASIS, and co-founder of the OASIS Initiative at University of California, Berkeley, an organisation that aims to advance education and choice for women and girls in the Sahel.

Laurel Hanscom

CEO of the Global Footprint Network, leading its overall operations and strategy. Since joining GFN, Laurel has worn various hats, but she has a particular passion for its open data platform and sustainable development projects.

Graeme Maxton

Specialising in environmental and sustainable economics, Graeme also, co-authored *Reinventing Prosperity* with Jorgen Randers. He was Secretary-General of the Club of Rome from 2014-18 and remains a Full Member. He is an Advisory Board Member for the UN's Economic Commission for Europe Pathways Project.

Prof Fred Naggs

Scientific Associate at the Natural History Museum, having retired after 42 years at the museum in September 2016, and visiting professor at Chulalongkorn University, Bangkok.

Prof William Rees

Population ecologist, ecological economist, Professor Emeritus and former Director of the University of British Columbia's School of Community and Regional Planning.

William Ryerson

Founder and President of Population Media Center (PMC), an organisation that strives to improve the health and wellbeing of people around the world through the use of entertainment-education strategies. He also serves as Chair of The Population Institute in Washington, DC.

Prof Jeroen Van Den Bergh

ICREA Professor at the Institute of Environmental Science and Technology of Universitat Autònoma de Barcelona, and Professor of Environmental and Resource Economics at VU University, Amsterdam.

Prof Peter Wadhams

Professor of Ocean Physics and Head of the Polar Ocean Physics Group in the Department of Applied Mathematics and Theoretical Physics (University of Cambridge). President of the International Association for the Physical Sciences of the Oceans Commission on Sea Ice and Coordinator for the International Programme for Antarctic Buoys. He is author of *A Farewell to Ice* – an authoritative account of our shrinking polar ice.

structure, governance and risk

ORGANISATIONAL STRUCTURE

Population Matters is a UK charity regulated by the Charity Commission (No 1114109) and a company limited by guarantee as defined by the Companies Act 2006 (No 3019081). It is governed by its Articles of Association. Until 2011, Population Matters was known as Optimum Population Trust, which remained its registered name during the reporting year.

BOARD ACTIVITIES AND COMPOSITION

The Board met quarterly to review the strategy and performance of Population Matters during the 2021-2022 Financial Year, constraints caused by the Covid-19 pandemic meant some meetings were virtual.

There are two Board sub-committees: the Finance, Risk, Investments and Audit Committee (FRIA), chaired by the Treasurer and the Nominations and Remunerations Committee, chaired by the Chair. While the trustees of the Charity retain overall responsibility for its affairs, the Board delegates implementation of their decisions and day-to-day running of the charity to the Executive Director, supported by the senior management team.

The Articles provide for Board members to be appointed for a fixed term of three years, renewable once before at least a one-year break, with a provision that allows a Board member to serve longer, subject to an annual review, if other Board members consider exceptional circumstances justify it.

The recruitment of new Board members is managed by our Nominations and Remunerations Committee, using the widest possible networks and a rigorous appointment process, to ensure that we are finding Board members with the knowledge, experience and networks the charity needs to maximise its future impact. As part of this process, three new Board members joined the Board during the financial year.

New Board members are provided with an induction to their role through the provision of a range of internal information and guidance relating to the charity, as well as direction to sources of best practice.

REMUNERATION

Staff remuneration is reviewed annually using the Hay's system to ensure remuneration is consistent with that paid for similar roles in charities of similar size. Staff remuneration, including management, is reviewed by trustees to make sure it's reasonable. In no circumstances do staff set their own pay. Board members give their time voluntarily and are not remunerated other than for modest expenses. No Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

RISK

The Finance, Risk, Investment and Audit Committee (FRIA) oversees the Risk Management Process and makes recommendations regarding present and future risks). Our Risk Register and all current identified and potential risks are standard items for discussion at the routine meetings of the Senior Management Team, the FRIA Board sub-committee, and the full Board.

As staff work mostly from home, the impact of the Covid-19 pandemic was less than for some other charities as we are not reliant on community fundraising or trading activities. We have been mindful of staff welfare over this period and there was some impact on our campaigning activities. We acquired a small London hub office in February 2022.

We review and refresh our strategy regularly, ensuring that it is sufficiently flexible to enable us to take advantage of unexpected opportunities as they arise. Our key risks are financial, operational and reputational. Our financial risks mainly relates to unpredictable or uncertain income streams. This is largely mitigated by steps taken to diversify income into grants and expanding our regular membership base. Reputational risk is reduced through clear and strong rebuttal of any misrepresentation and false allegations, and by the firm management of our communications. In terms of managing our operational risks, we nurture our staff, we have a regular appraisal process which ensures that staff remain motivated and committed. We regularly review our data practices, ensuring that key data and systems are backed up and we retain an external contractor to provide time-critical support.

Officers at year end

Chair – Sara Parkin OBE
Vice Chair – Rebecca Foljambe
Treasurer – Lisa Mitchell

Directors at year end

Rebecca Foljambe

Rebecca is an NHS GP with a special interest in Family Planning and Women's Health. She is also the founder of You Before Two, a charity which empowers young men and women to value and protect their autonomy before making reproductive choices.
Date of first appointment: 30/11/19 – Board meetings attended during year: 4 of 5

Pip Hayes

A semi-retired GP in Devon, Pip was a member of the PM Board previously and has recently re-joined. She is also a board member of the Tamar Faculty of the Royal College of General Practitioners and a non-executive board member of Devon Doctors.
Date of first appointment: 06/10/18 – Board meetings attended during year: 5 of 5

Anna Hughes

Anna is a qualified teacher and is currently a director of Flight Free UK, which campaigns for a reduction in aviation. She has appeared in several media interviews representing PM and speaking about her decision to remain child-free.
Date of first appointment: 06/10/18 – Board meetings attended during year: 3 of 5

Harry Marven

Harry is a Consultant at Green Park, an executive search firm campaigning to make the world of work diverse, inclusive, and representative. Prior to a career in recruitment, he started off campaigning on human rights, including freedom of expression and freedom of choice, focusing on youth and student engagement.
Date of first appointment: 30/10/21 – Board meetings attended during year: 3 of 3

Lisa Mitchell

Lisa is a qualified accountant and managing director with responsibility for finance and operations at a niche consultancy business. She has previously been a non-executive director in the charity sector and has led finance operations teams for over 20 years in professional services firms, PWC and Arthur Andersen.
Date of first appointment: 30/10/21 – Board meetings attended during year: 3 of 3

Emma Olliff

Emma is an ecologist focusing on farming and its future. She is working on a project called RegenerEat, which aims to build holistic food systems that reconnect people with their ecosystem.
Date of first appointment: 21/10/97 – Board meetings attended during year: 3 of 5

Chris Padley

Chris is retired, a life-long campaigner on environmental issues. He was a Town Councillor for 27 years and twice Town Mayor. He managed the PM Letter Writers' group for 10 years.
Date of first appointment: 30/11/19 – Board meetings attended during year: 3 of 5

Sara Parkin OBE

Sara is Principal Associate of The Sustainability Literacy Project, Chair of the Richard Sandbrook Trust, and a Trustee of the St Andrews Prize and the Carnegie Trust for the Universities of Scotland. She is also author of several books and was Co-founder of Forum for the Future.
Date of first appointment: 18/06/19 – Board meetings attended during year: 5 of 5

Vicky Poll

Vicky has always been passionate about creating environments for life to thrive and studied genetics at UCL to better understand our foundations and the interplay between nature and nurture. Since then, her career has been focused on people and organisation development.
Date of first appointment: 30/10/21 – Board meetings attended during year: 2 of 3

Senior management team

Robin Maynard – Executive Director
Joshua Hill – Head of Finance and Operations
Alistair Currie – Head of Campaigns and Communications
Izi Clery – Head of Fundraising and Engagement

trustees' statement

OVERVIEW

Income rose 16% this year, mainly driven by increases in donations (bolstered by our 30th anniversary campaign) and grant income. This reflects both our increased profile and fundraising effectiveness. Legacy income continues to make an important contribution but is more difficult to predict and inherently more variable. Equally, gift aid income is dependent on our donor mix, with corporate and payroll giving as well as overseas donations included in the sources of income that do not qualify for Gift Aid. Our diversified strategy continued to provide a robust income profile for the financial year, allowing us to better plan and exploit opportunities.

We use our resources to further our charitable aims for the public benefit; to that end, we analyse our expenditure in relation to our three charitable objectives, which effectively translate into campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability). Raising awareness of the issue remains a key part of what we do but in the last year, specifically with ambitious advertising campaign simultaneously targeting billboards in London, Manchester and Birmingham. We have also continued to increased expenditure on research that will help to underpin our increasingly targeted campaigning activities.

Although the impact of Covid-19 was less than in the prior financial year, there was still a significant impact on our ability to run external events, particularly those involving students and concentrated in-person gatherings. Income, however, remained buoyant. This reflects the fact that, in contrast to some in the sector, Population Matters isn't reliant on community fundraising or trading activities and so hasn't felt the Covid-related restrictions on such activities; and although some supporters cancelled their regular giving for financial reasons, this has been more than offset by contributions from new supporters, as well as those increasing their level of giving.

This resilience was reflected in total income, which rose by £134,017 in the year to 30 June 2022, while expenditure increased by £125,636 which, together with a reduction in the value of investments of £16,274, resulted in a small deficit of £13,533, compared with a surplus of £77,460 in the previous year. This movement is largely driven by the change in accounting policy regarding the value of our investments. As a result, total reserves were relatively unchanged, declining from £877,348 at 30 June 2021 to £863,815 at 30 June 2022.

Unrestricted reserves at the year-end amounted to £841,286, considerably in excess of the minimum level of £330,000 required by the charity's reserves policy.

INCOME AND EXPENDITURE

Income grew year on year by £134,017 (16%) to £973,981, with regular and one-off donations and grants playing a significant role. 2021 marked the 30th anniversary of Population Matters, and a related fundraising campaign which started in January 2021 gathered momentum in FY21/22, helped by a generously supported matched giving campaign, contributing £84,167 to total donation income. Albeit on a smaller scale, contributions to projects supported by our Empower to Plan programme increased to £35,138 as we broadened the number of projects funded during the year to seven, up from four in the previous year.

Beyond this, our fundraising activities have focused on diversifying our income streams with campaign-focused appeals and increased targeting of grant-making trusts, while our regular donor base continues to expand both numerically and geographically, with contributions during the year coming from supporters in some 47 countries.

Expenditure increased overall by £125,636 (15%) to £971,240. Spending has been allocated to the three principal areas of campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability), all of which rose during the year. Expenditure on raising awareness (up 21% to £384,613) grew as we commissioned an ambitious advertising campaign simultaneously targeting billboards in London, Manchester and Birmingham, as well as hosting the Covid-delayed 'Boom or Bust' hybrid conference addressing the intersection of population and economics.

Research also saw a significant increase, up 18% to £116,545, as work continued on our own independent research to evaluate the feasibility of achieving a population future at (or ideally, below) the United Nation's (UN) low projection of 7.3 billion by 2100. We have also continued to increase expenditure on fundraising, up 44% to £128,336, having committed resources to our first permanent in-house fundraiser. We have continued to develop our website and other communication tools, helping to raise the profile of Population Matters and the issue of population sustainability, as well as supporting our campaigning and fundraising activities.

RESERVES

The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of a drop in income or of other risks manifesting and to enable it to take advantage of unforeseen opportunities. Following the most recent review, the Board has determined that the minimum level of unrestricted reserves required to meet its objectives is £330,000.

At the time of review, this figure equated to approximately six months' planned expenditure or, alternatively, sufficient to cover the difference between core income and core costs for one year. However, given recent increases in the cost base, notably increases in operational staff, this will likely require revising upwards in the medium term. At the time of publication, a further review of the minimum level of reserves has been completed, resulting in an increase of the minimum level to £500,000.

Despite the £330,000 minimum level, at the year-end unrestricted reserves were £841,286, £511,286 in excess of the minimum required level of which £132,011 represents legacies that have been recognised in accordance with generally accepted accounting principles but have not yet been received. Excluding this amount, unrestricted reserves at the year-end amounted to £709,275, £379,275 in excess of the minimum amount required by the agreed reserves policy. The Board has approved the use of some of these excess reserves in the forthcoming year to advance the charity's strategic aims and plan to run a deficit in the year 2022/23.

INVESTMENTS

We hold an investment of £100,000 in a Responsible UK Income and Global Equity Portfolio with Colombia Threadneedle and we have cash funds spread across a number of deposit-taking institutions, with over

50% of our cash funds held with CAF Bank and Triodos.

The investment objective is to provide the best overall return for our funds, prioritising ethical considerations and consistent with an acceptable level of risk and to protect the real value of our reserves. At the year-end, the market value of these investments was £166,826, a decrease of £16,274 on the opening value of £183,100 and an increase of £66,826 (67%) on the original investment.

STATEMENT OF TRUSTEES' RESPONSIBILITIES FOR THE YEAR ENDED 31 JULY 2022

The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees' Statement was approved by the Board and signed on its behalf by S.L. Parkin and authorised for issue on 22nd February, 2023: S.L. Parkin (Chair) - Trustee.

independent examiner's report

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF POPULATION MATTERS ('THE COMPANY')

I report to the charity Trustees on my examination of the accounts of the Company for the year ended 30 June 2022.

RESPONSIBILITIES AND BASIS OF REPORT

As the Trustees of the Company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

INDEPENDENT EXAMINER'S STATEMENT

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:

Dated: 22nd February 2023

Michael Cooper-Davis FCCA ACA
For and on behalf of
PRICE BAILEY LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP

financial statements

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 30 JUNE 2022

	Note	Unrestricted funds	Restricted funds	Total funds 2022	Total funds 2021 Restated
Income		£	£	£	£
Donations		649,684	30,053	**679,737**	544,476
Legacies		122,344	-	**122,344**	150,673
Grants		113,427	-	**113,427**	73,480
Gift aid		50,112	5,085	**55,197**	67,466
Other trading activities	2	421	-	**421**	117
Investment income	3	2,855	-	**2,855**	3,752
Total income		**938,843**	**35,138**	**973,981**	**839,964**
Expenditure					
Raising funds	4	63,720	64,616	**128,336**	89,226
Charitable activities	5				
Campaigning		341,745	-	**341,745**	340,753
Raising awareness		384,613	-	**384,613**	316,639
Research		116,545	-	**116,545**	98,986
Total expenditure	6	906,624	64,616	**971,240**	845,604
Net income / (expenditure)	7	32,219	(29,478)	**2,741**	(5,640)
Unrealised Net gains on investments		(16,274)	-	**(16,274)**	83,100
Net income for the year		15,945	(29,478)	**(13,533)**	77,460
Transfers between funds		(20,966)	20,966	**-**	-
Reconciliation of funds					
Total funds brought forward		846,307	31,041	**877,348**	799,888
Total funds carried forward		841,286	22,529	**863,815**	877,348

BALANCE SHEET AS AT 30 JUNE 2022

		2022		2021 Restated	
Fixed assets	Note	**£**	**£**	£	£
Intangible fixed assets	10		**-**		12
Tangible fixed assets	11		**2,780**		2,872
			2,780		2,884
Current assets					
Debtors	12	**162,917**		185,368	
Investments	13	**166,826**		183,100	
Cash at bank and in hand	14	**665,416**		712,410	
		995,159		1,080,878	
Current liabilities					
Creditors: amounts falling due within one year	15	**(134,124)**		(206,414)	
Net current assets			**861,035**		874,464
Total net assets			**863,815**		877,348
Funds	16				
Unrestricted funds		**841,286**		846,307	
Restricted funds		**22,529**		31,041	
Total funds			**863,815**		877,348

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th June, 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th June, 2022 in accordance with Section 476 of the Companies Act 2006.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies' regime.

The financial statements were approved by the Board of Trustees and were signed on its behalf by S.L. Parkin and authorised for issue on 22nd February, 2023: S.L. Parkin (Chair) - Trustee.

The policies on page 28 and notes on pages 29-31 form part of the financial statements.

CASH FLOW STATEMENT, YEAR ENDED 30 JUNE 2022

		2022	2021 Restated
	Notes	**£**	£
Cash flows from operating activities	15	**(42,340)**	(8,761)
Cash flow from investing activities			
Purchase of assets		**(1,799)**	(945)
Investment income		**(2,855)**	(3,752)
Net cash used in investing activities		**(4,654)**	(4,697)
Change in cash and cash equivalents in the reporting period		**(46,994)**	(13,458)
Cash and cash equivalents at the beginning of the period		**712,410**	725,868
Cash and cash equivalents at the end of the reporting period		**665,416**	712,410
Analysis of changes in net debt			
Cash and cash equivalents as at 1 July 2021		**712,410**	725,868
Cash flows		**(46,994)**	(13,458)
Cash and cash equivalents as at 30 June 2022		**665,416**	712,410

Notes to the financial statements for the year ended 30 June 2022

Note 1: Accounting policies

1.1. Basis of preparation
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention. Optimum Population Trust meets the definition of a public benefit entity under FRS102. The functional and presentational currency is pounds sterling.

1.2. Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received, and the amount can be measured reliably.

1.3. Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

1.4. Allocation and apportionment of costs
Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute directly to more than one activity are apportioned between those activities. Support costs which are not attributable to a single activity are apportioned between the activities being supported. Further detail on the basis of allocation of support costs can be found in note 6.

1.5. Intangible assets
Domain names are being amortised over their estimated useful life of 4 years. Trademarks are being amortised over their registered period of 10 years. Website development costs are being amortised over their estimated useful life of 2 years.

1.6. Tangible assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life. Office equipment – 20% on cost.

1.7 Taxation
The charity is exempt from corporation tax on its charitable activities.

1.8. Fund Accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

1.9. Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

1.10 Debtors
Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Accrued income is included at the best estimate of the amounts receivable at the balance sheet date.

1.11 Creditors
Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

1.12. Financial Instruments
The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently recognised at their settlement value. Trade and other debtors, cash at bank and creditors are recognised at cost which is their fair value and fixed assets are valued at cost less depreciation. Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value.

1.13 Investments
In the prior year investments were measured at historical cost. This year investments are measured at fair value through SoFA. Net gains and losses on revaluation are shown in the SoFA. Unrealised gains and losses are calculated as the difference between the fair value at the year end and their carrying value.

1.14. Judgements and estimation uncertainty
No judgements (apart from those involving estimates) have been made in the process of applying the above accounting policies. The trustees make estimates and assumptions concerning the future based on their knowledge of the charity and the environment in which it operates. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual outcome.

Note 2: Other trading activities

	Unrestricted £	Restricted £	**Total 2022**	Total 2021
Sales	421	-	**421**	117

The value of restricted income from other trading activities was £nil for the prior year ended 30 June 2021.

Note 3: Investment income

	Unrestricted £	Restricted £	**Total 2022**	Total 2021
Investment fund distributions	1,406	-	**1,406**	2,068
Deposit account interest	1,449		**1,449**	1,684
	2,855		**2,855**	3,752

The value of restricted investment income was £nil for the prior year ended 30 June 2021.

Note 4: Expenditure on raising funds

	Direct £	Support £	**Total 2022**	Total 2021
Fundraising direct costs	62,366	-	**62,366**	38,192
Other events	1,732	-	**1,732**	2,865
Advertising, promotions & website costs	24,760	-	**24,760**	12,085
Fundraising support costs	-	39,477	**39,477**	36,084
	88,858	39,477	**128,336**	89,226

Note 5: Expenditure on charitable activities

	Direct £	Support £	**Total 2022**	Total 2021
Campaigning	229,955	111,790	**341,745**	340,753
Raising awareness	255,615	128,998	**384,613**	316,639
Research	80,695	35,850	**116,545**	98,986
	566,265	276,639	**842,904**	756,378

Note 6: Analysis of support costs

	Expenditure on raising funds	Expenditure on charitable activities	**Total 2022**	Total 2021
Governance costs	4,659	31,028	**35,687**	50,102
Membership & finance costs	3,060	19,497	**22,557**	63,089
Website & IT costs	887	29,379	**30,266**	44,108
Other staff costs	19,029	121,264	**140,293**	67,244
Office costs	10,113	64,447	**74,560**	5,756
Other costs	1,730	11,023	**12,753**	15,541
	39,477	276,639	**316,116**	245,840

Note 7: Net Income/expenditure

	Total 2022	Total 2021
Net income / (expenditure) is stated after charging:		
Depreciation - owned assets	**1,891**	1,721
Trademarks amortisation	**12**	32
Website costs amortisation	**-**	6,080

Note 8: Trustees remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 30 June 2022 nor for the year ended 30 June 2021.

No Board member has a pecuniary interest in the activities of the organisation, nor were any remunerated other than for modest expenses. No Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

	Total 2022	Total 2021
Trustees'expenses	**1,153**	289

Note 9: Staff costs

	2022 £	2021 £
Wages and salaries	**305,172**	246,459
Social security costs	**24,188**	21,159
Pension costs	**17,746**	14,545
	347,106	282,163

The average monthly number of employees during the year was as follows:

	2022	2021
	9	7
	9	7

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2022	2021
£70,001 - £80,000	**1**	1
	1	1

The charity carries out its operations by engaging a mix of full time and part time staff, self-employed contractors and volunteers.

Note 10: Intangible fixed assets

	Domain names	Trademarks	Website costs	Totals
	£	£	£	£
Cost				
At 1st July 2021 and 30th June 2022	4,000	875	36,472	41,347
Amortisation				
At 1st July 2021 and 30th June 2022	(3,999)	(864)	(36,472)	(41,335)
Charge for year	(1)	(11)	-	(12)
At 30th June 2022	**(4,000)**	**(875)**	**(36,472)**	**(41,347)**
Net book value				
At 30th June 2021	1	11	-	12
At 30th June 2022	-	-	-	-

Note 11: Tangible fixed assets

	Office equipment
	£
Cost	
At 1st July 2021	10,109
Additions	1,799
At 30th June 2022	**11,908**
Depreciation	
At 1st July 2021	(7,237)
Charge for year	(1,891)
At 30th June 2022	**(9,128)**
Net book value	
At 30th June 2021	2,872
At 30th June 2022	**2,780**

Note 12: Debtors: Amounts falling due within one year

	2022 £	2021 £
Other debtors	**4,657**	-
Gift aid debtors	**8,328**	95,336
Legacies accrued	**132,011**	87,567
Prepayments	**17,921**	2,465
	162,917	185,368

Note 13: Current asset investments

	2022	2021 Restated
	£	£
Listed investments	**166,826**	183,100

In the prior years investments were measured at historical cost. This year investments are measured at fair value through SoFA. Due to a change in accounting policy the 2021 comparative balance has been restated from £100,000 (being the historical cost basis) to £183,100, reflecting the closing market value of investments held on 30th June, 2021. The gain has been recognised in the opening reserves, with movements during the financial year to 30th June 2022 taken directly to the Statement of Financial Activities.

Note 14: Reconciliation of net expenditure to net cash flow from operating activities

	2022 £	2021 £
Net movement in funds	**(13,533)**	77,460
Depreciation charge	**1,903**	7,833
(Increase)/decrease in debtors	**22,451**	(68,610)
Increase/(decrease) in short term creditors	**(72,290)**	53,904
Investment income	**2,855**	3,752
(Gain) on investments	**16,274**	(83,100)
	(42,340)	(8,761)

Note 15: Creditors: Amounts falling due within one year

	2022 £	2021 £
Trade creditors	**58,542**	116,041
Deferred income from grants	**68,750**	83,221
Accrued expenses	**6,300**	7,152
Other creditors	**532**	-
	134,124	206,414

Note 16: Movement in funds

	At 1.7.21 Restated	Income	Expenditure	Transfers In/Out	Gains/Losses	At 30.6.22
Unrestricted funds						
General Fund	846,307	938,843	(906,624)	(20,966)	(16,274)	**841,286**
Restricted Funds						
Empower to Plan	21,260	35,138	(33,869)	-	-	**22,529**
World Population Day	612	-	(9,603)	8,991	-	**-**
Going Global	9,169	-	(21,144)	11,975	-	**-**
	31,041	35,138	(64,616)	20,966	-	**22,529**
Total	877,348	973,981	(971,240)	-	(16,274)	**863,815**

Empower to Plan is funding to deliver family planning projects on the ground. World Population Day is funding to focus attention on the urgency and importance of population issues. Going Global is funding to achieve a sustainable global population.

Note 17: Analysis of net assets by fund

	Unrestricted	Restricted	Total
Tangible assets	-	-	-
Current assets	841,286	22,529	863,815
	841,286	22,529	863,815

Note 18: Related party disclosures

There were no related party transactions for the year ended 30th June 2022.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered company number: 3019081 (England and Wales)
Registered charity number: 1114109 (England and Wales)
Registered office: The Chandlery, 50 Westminster Bridge Road, London SE1 7QY

UK INDEPENDENT EXAMINER

Price Bailey – 8th Floor, Dashwood House, 69 Old Broad Street, London EC2M 1QS

BANKERS

CAF Bank – 25 Kings Hill Avenue, Kings Hill, West Malling ME19 4JQ
Triodos Bank – Deanery Road, Bristol BS1 5AS

FUND MANAGERS

Colombia Threadneedle Fund Management Limited – PO Box 9040, Chelmsford CM99 2XH

Fewer of us means more space for Nature

DISCOVER MORE AT POPULATIONMATTERS.ORG

Population Matters campaigns to achieve a sustainable human population, to protect the natural world and improve people's lives. We are committed to human rights, women's empowerment and global justice.

POPULATION MATTERS™

Every choice counts

Population Matters

England & Wales - Charity number 1114109

Accounts

POPULATION MATTERS ANNUAL REPORT

JULY 2020 - JUNE 2021

POPULATION MATTERS™

Every choice counts

LESS IS MORE

WORKING TOWARDS ACHIEVING A SUSTAINABLE POPULATION GLOBALLY WILL HELP US CREATE MORE SPACE FOR NATURE - AND EACH OTHER - SO THAT FUTURE GENERATIONS CAN ENJOY A BETTER, MORE SUSTAINABLE LIFE ON A HEALTHY, FLOURISHING PLANET THAT HAS ENOUGH RESOURCES FOR ALL.

TOGETHER WE CAN...

#MAKEITPOSSIBLE

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PopulationMatters

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IUCN Member

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PM's Executive Director, Robin Maynard, considers how population is rising up the public agenda and why a growing number of respected organisations, groups and individuals are adding their voices to this critical issue. He also shares PM's pathway to a better world for people and planet.

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With challenges aplenty, PM's mission during the year has been to push past pessimism, dispel false optimism and identify positive solutions.

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How we're working to put our plans into meaningful action – to demonstrate that achieving a sustainable future for people and planet is possible.

ACTIVITIES AND PERFORMANCE 15
With the ongoing challenges of Covid, we ramped up our digital engagement and focused on the United Nations' Sustainable Development Goals. From briefings and reports to videos, campaigning, opinion polls and policy work, this year saw a higher level of activity from Population Matters than ever before.

AUDIENCES AND STAKEHOLDERS 20
We're continuing to build national and global partnerships that are making a real difference to communities across the world. Our activities in education, research and advocacy continue to contribute to the achievement of a sustainable human population, and thus, environmental sustainability.

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The individuals whose varied expertise and passion for both people and the environment provide valuable endorsement for our work.

OUR EXPERT ADVISORY GROUP 25
This varied group of people bring specialist knowledge and provide us with an independent perspective on our strategy, performance, and major decisions.

FINANCIAL ACTIVITIES 26
Income and expenditure, review of PM's financial position, structure, governance and risk, balance sheet and administration details.

More people than ever seem to understand the impact of ever-rising numbers of human beings on nature and the health of our own species. People who are picking up and using PM's evidence and arguments.

Sara Parkin OBE

What a difference a year makes! I am writing this after the Glasgow COP26 climate conference in November 2021 – from which any visiting Martian, or indeed most earthlings, would conclude that the size and shopping habits of the human population was not a significant factor in the relentless increase of dangerous greenhouse gas emissions!

How can this be? Because, from the perspective of Population Matters' mission, and during the year to which this report refers (up to July 2021), more people and organisations than ever understand the impact on nature and the health of our own species not just of excessive consumption, but of the ever-rising numbers of human beings. People who are picking up and using Population Matters' evidence and arguments. Our work with and support for individuals and organisations working in their communities – both in the Global North and Global South – increasingly inspires and influences change (see pages 20-23).

Could it be then, that what we saw in Glasgow was national governments still too frightened to act, even as they seemed to comprehend the hugeness of the challenge through which they are expected to lead their electorates? It does feel like it.

There was rather more hope in the C40 group, a global network of nearly 100 mayors taking urgent action to confront the climate crisis and create a future where everyone can thrive, which showed a somewhat steelier determination to halve their climate damaging emissions over the next decade.

Plus, there could be promise in a new diplomatic venture – the Beyond Oil and Gas Alliance – an international coalition of governments, which is starting *now* to phase out oil and gas production. It is chaired by Denmark and Costa Rica (see Costa Rica case study on page 14) and the plan is to share good practice.

It does feel that initiatives such as these, rooted in localities and bent on action more than words, are where future momentum for real global change is most likely to emerge. This makes them a good example of the sort of enterprises where Population Matters is aiming to exercise more influence, which is why I am pleased to report we spent some time last year modernising our governance and organisational systems (see page 29). We also designed and agreed a strategy to better align our shorter-term campaigning activities with our longer-term goals (see our 4-point strategy headlines on page 14). In short, we have been preparing to succeed!

Already Population Matters is redoubling its efforts to promote the good story behind human numbers and the regeneration of the natural world, as well as advising others on how to be part of it; what is good for nature is good for families and communities, and vice versa. Our Executive Director, Robin Maynard, expands on this in his report on page 5.

I would like to end by saying how grateful I am to Population Matters' Board, who have seen us through the inevitably difficult process of modernising our constitution entirely by Zoom! We all owe a great deal to our staff too; they have been resilient, innovative and amazingly cheerful in these frustrating times of Covid restrictions. To them, to our partners everywhere, to our donors, Patrons and Expert Advisory Group, and to our larger membership, a huge thank you is due. Thank you all.

Sara Parkin OBE
Chair, Population Matters

LET'S TALK ABOUT POPULATION...

Addressing population opens many opportunities to improve lives, to advance social justice and to invest in people.

Laurel Hanscom, CEO of the Global Footprint Network and member of PM's Expert Advisory Group

People are scared to talk about changing their behaviours and attitudes because it's difficult. But we have to change the narrative to reduce consumption, habitat loss and population – and we can.

Megan McCubbin, zoologist, wildlife TV presenter, conservationist and photographer

There are always many challenges when communicating about sensitive subjects such as population. That's why we want to play our part in educating and informing people, to open up the debate.

Pablo Meglioli, Argentinian activist who set up Population Matters' first Facebook and Instagram pages in Spanish

As population grows, the pressure on our planet is heightened. One of the many changes needed to give my generation a chance of a healthy future is for people to recognise that choosing to have fewer children helps relieve that pressure. We should and must be talking about population and family size.

Bella Lack, Youth Ambassador for the Born Free Foundation and Jane Goodall Institute

"Greater opportunities and wider horizons for people leaves more space for nature. Future generations will grow-up in a regenerating, species-diverse world sustained by resilient ecosystems. That's the vision we can offer and the change we must make possible."

© Florence Blondel

Robin Maynard
Executive Director

#MakeItPossible has been our hashtag and slogan marking Population Matters' 30th Anniversary, which fell in 2021, and is our call to action for the next three decades. For an organisation seeking to achieve change, having been in existence for 30 years and looking ahead to another 30 years' hard graft might seem an admission of failure. I disagree!

When PM was founded in 1991, it was almost unique in raising the issue of human population, highlighting the negative impacts of ongoing growth, and the benefits from enabling people everywhere (especially women) to have the choice and means to manage their family size and so reduce our numbers – as well as addressing excessive consumption.

Today, we are still leaders in opening up reasoned public discourse around population and in the vanguard of promoting positive, ethical solutions, but we are being joined by a growing number of respected organisations and building a worldwide network of partners, who add their voices to ours.

Organisations such as the Global Footprint Network (GFN), widely respected for its pioneering work in estimating humanity's overall annual resource use through Earth Overshoot Day and showing that consumption rates, especially in the Global North, are way out of kilter with what our planet can renewably provide. Hence the headlines that the way of life in the UK and US, if replicated worldwide, would use up three and five planets' worth of natural resources, respectively!

For the first time in 2021, GFN included population as one of its 'five pillars' or key factors influencing whether Earth Overshoot Day fell earlier (worse) or later (better) in the year.

As GFN's director, Laurel Hanscom commented: *"Avoiding the population conversation does nothing to address one of the most significant contributors to humanity's increasing demand on the planet."*

Thanks to PM's efforts over the past 30 years, population is rising up the public agenda, and being put before policymakers as in the report *The Economics of Biodiversity* by leading economist and PM Patron, Sir Partha Dasgupta. *The Dasgupta Review* (as it's known) was commissioned by the

UK Treasury and acknowledges that: *"Growing human populations have significant implications for our demands on nature, including for future patterns of global consumption"*.

Like PM, it recommends that if we are to achieve sustainability, human population growth must be reduced, and ultimately ended, through universally available family planning and changing norms regarding family size. Sir Partha's findings echo that of the earlier World Scientists' Warning, signed by close to 15,000 scientists from 160 countries, which noted that: *"Humanity is not taking the urgent steps needed to safeguard our imperilled biosphere"* and included in its 13 urgent actions the imperative *"to re-examine and change our individual behaviors, including limiting our own reproduction (ideally to replacement level at most)."*

The science is on our side. Every respected scientist and credible organisation agrees that the next 30 years are critical, if we are to shift our species and planet onto a sustainable path. But facts and statistics alone won't sway public opinion, win hearts and minds, and catalyse change. They must be set in a narrative, offering a compelling vision for the future that people can believe in and aspire to. That's our challenge if we are to achieve our objectives over the next 30 years.

There's nothing negative and everything positive about 'bending down the curve' of population growth. Enabling hundreds of millions of women worldwide to have a choice about how many children they have, or to be childfree, opens greater opportunities to fulfil their potential, their dreams, and have a voice and influence in their communities.

Falling birth rates bring the added windfall of cutting climate change emissions, estimated to be more than from almost any other 'eco-action'. Greater opportunities and wider horizons for people leaves more space for nature – a stabilising, declining population means less conversion of wildlife habitat for agriculture, mining and housebuilding. Future generations will grow-up in a regenerating, species-diverse world sustained by resilient ecosystems. That's the vision we can offer and the change we must make possible.

Robin Maynard
Executive Director, Population Matters

#MAKEITPOSSIBLE

A pathway to a

10 FACTS

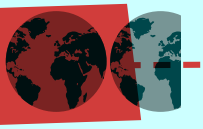
Globally, almost half of pregnancies are unplanned.
Source: Guttmacher Institute

Major environmental charities such as WWF, Friends of the Earth and the RSPB don't currently promote actions to address population growth. PM is the only organisation focusing on ethical solutions to the population issue.

On average, people in the UK are responsible for 11 times the CO_2 emissions of someone in Nigeria. Global net human-caused emissions of CO_2 need to fall by 45% from 2010 levels by 2030, to reach 'net zero' by 2050.
Sources: Global Carbon Atlas, Intergovernmental Panel on Climate Change

80% of biodiversity loss is caused by agriculture and 80% of agricultural land is used for livestock.
Source: UN Environment Programme

Gender equality reduces population growth: empowered women normally choose smaller families.



Humanity is currently using 70% more of the Earth's renewable resources than it can regenerate.
Source: Global Footprint Network

Childfree people and those with small families still face criticism, stigma and intrusive questioning.

The population of the Least Developed Countries is projected to rise from just over 1bn in 2020 to 1.9bn in 2050.
Source: United Nations Population Division

Only 5% of income gains from Gross Domestic Product growth go to the world's poorest 60%.
Source: Jason Hickel

Policies to address population are not yet included in major environmental agreements such as the UN Framework Convention on Climate Change and Convention on Biodiversity.

better world for people and planet

10 ACTIONS

Practise safe sex. Put pressure on global leaders to support family planning and help end the unmet need of 270 million women.

Become a member of Population Matters and encourage others to join, support our campaigns and help us raise awareness of the population issue, which is contributing to almost all of the major problems facing us today.

Take a transport challenge – drive less, bike, hike, use public transport, go flight-free.

Take a diet challenge such as Veganuary to reduce your intake of meat and dairy products. Choose organic and local foods. Plan meals to reduce food waste.

Volunteer for or support a women's rights charity. Find out more about PM's Empower to Plan projects that support small grassroots NGOs in empowering girls, women and communities through the delivery of family planning and environmental conservation services, using the power of crowdfunding.

Reduce, reuse, recycle. Buy less.

Celebrate small families, only children, and those who choose to adopt or be childfree. Engage in discussions about why these are positive choices.

Seek out, learn from and amplify the voices and experiences of people in the Global South.

Support campaigns for global justice.

Campaign! Understand the issues, bust the myths, take action, sign petitions, add your voice as a campaigner for positive change that benefits people and planet.

10 OUTCOMES

Unwanted pregnancies will be reduced and improved child and maternal health provision will be established on a global scale.

Other environmental and conservation charities start promoting ethical population solutions to tackle our environmental crisis.

Personal CO_2 emissions are slashed, helping other climate solutions be more effective. There are far fewer cars, cities have adapted to be more pedestrian and bike friendly, with more green spaces and rooftops hosting solar panels, plants and vegetable gardens.

Transformative changes to our global food patterns with a shift from industrial agriculture and much less dependency on meat-heavy diets will preserve biodiversity and reduce the chance of zoonotic diseases such as COVID-19 developing.

Increased awareness around the key issues will lead to greater women's empowerment, smaller families, better lives and a healthier planet.

Reducing personal footprints inspires those around you to make positive choices. Politicians recognise there is genuine concern about the environmental impact of consumption and are taking action.

Choosing to have smaller families or be childfree is normalised.

Shared understanding and respect for the challenges faced by people everywhere. Collaboration across the world promotes sustainable solutions.

The economy is focused on sustainability and wellbeing, not growth, to alleviate poverty and move towards global equality.

There is government-level support and cooperation to work together on an international level so that a sustainable population co-exists in harmony with nature and prospers on a healthy planet, to the benefit of all.

JULY 2020

WHAT BABY BUST?

Population projections published in ***The Lancet*** are lower than UN figures and prompt inaccurate media headlines about a "baby bust".

JANUARY 2021

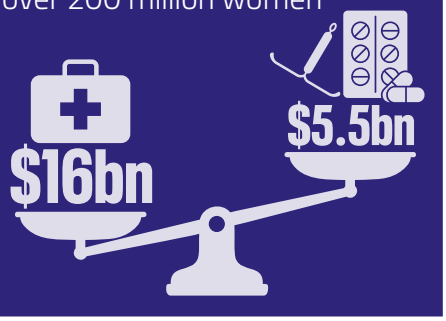
ENDING THE GLOBAL GAG

Joe Biden becomes US president and reverses the Trump Administration's obstruction of family planning and reproductive rights, including ending the infamous 'Global Gag rule'.

AUGUST 2020

UNDERFUNDING CONTRACEPTION IS A FALSE ECONOMY

New report finds additional annual $5.5bn investment would resolve the unmet need of over 200 million women worldwide for modern contraception and save $16bn in health care costs.



JANUARY 2021

"A GHASTLY FUTURE"

Major science paper co-authored by PM Patron Paul Ehrlich warns of "a ghastly future" for humanity unless action is taken.

FEBRUARY 2021

ACTION NEEDED ON BIODIVERSITY LOSS

Major UK Government report by PM Patron Sir Partha Dasgupta identifies population as a driver of biodiversity loss and calls for positive action.

“Acknowledging the challenges. Pushing past pessimism. Dispelling false optimism. Identifying positive solutions. Offering a forward vision and better, possible future.”

The challenges PM must confront and find creative, positive pathways through are considerable. In the sobering study authored by Corey Bradshaw, Population Matters Patron Paul Ehrlich and 15 other leading scientists, which reviewed more than 150 major studies on the state of our planet, the conclusion drawn was that future environmental conditions are on course to be far worse than generally believed.

Published in January 2021, the authors warned that without urgent action the world faces a *“ghastly future”* of catastrophic extinctions, climate disruption, and human suffering: ***“The problems, all tied to human consumption and population growth, will almost certainly worsen over coming decades. The damage will be felt for centuries and threatens the survival of all species, including our own.”***

The report noted our tendency to think that bad things only happen to other people – known as ‘optimism bias’, which leads to people and politicians putting off individual lifestyle and systemic policy changes.

PM Patron and the world’s best-known voice and face of nature, Sir David Attenborough, highlighted this accelerating destruction of nature in ***A Life on Our Planet***, broadcast on Netflix on October 2020.

A deeply personal and moving reflection on his life and 60-year career, bringing the wonders of the natural world into our living rooms, the film showed his growing disquiet, witnessing the most rapid, comprehensive destruction of wild species and places since the last mass extinction event that did for the dinosaurs.

In a particularly powerful sequence, the camera held its focus on his face and visible anguish at this emptying of Eden – more eloquent than words. Addressing human population, Sir David promoted the same win-win solutions we campaign for at Population Matters, investing in education, empowering women, and raising people out of poverty: ***“Why wouldn’t we want to do these things? Giving people a greater opportunity of life is what we want to do anyway. The trick is to raise the standard of living around the world, without increasing our impact on that world.”***

A skewed form of ‘optimism bias’ was at the fore in the media coverage of a study published in July 2020, carried out by the Institute of Health Metrics and Evaluation at the University of Washington, which projected 50% fewer babies being born. Cue sensational headlines, with the BBC referring to a ***“jaw-dropping’ crash”*** in global births.

At first glance, the study’s figures are striking: global population peaking at 9.7 billion in 2064, then declining to 8.8 billion by 2100 – two billion fewer people than the mainstream UN projections.

PM would welcome any such natural decline – but the headlines obscure the fact that this would still mean two billion people added to our planet over the next 40 years. A deeper enquiry into the study revealed a whole range of projections, some of which are higher than the UN’s. The Washington study modelled population growth as if the UN’s Sustainable Development Goals (SDGs) related to education and contraception were achieved. However, as admitted by

the UN itself, only three out of 21 of the UN's landmark environment and poverty reduction targets have been hit, with the majority on track to be missed by 2030. That's why PM focused attention on the SDGs for our World Population Day activity.

Realistic appraisals of the facts, and grounding optimism within the context of the daunting challenges facing humanity, were the mark of the report, ***The Economics of Biodiversity: The Dasgupta Review***, published in February 2021, and also that from the influential UK Parliament Environmental Audit Committee (EAC), ***Biodiversity in the UK: bloom or bust?***

PM submitted evidence to both and both acknowledged population growth and its impacts, with the EAC directly referencing our evidence. Acknowledgement of the relevance of PM's concerns and referencing of the evidence we collate by policymakers and other bodies is a sign of our growing influence over the past year. But so too is setting out our arguments and the evidence through our own research.

In 2021, we commissioned research from leading paediatrician, Professor Peter Le Souëf, and global-change ecologist, Professor Corey Bradshaw, working with colleagues in the Global South, titled ***Population Futures***. Starting from the accepted premise that children, especially in the poorest, least resilient countries are and will be most affected by climate change, population growth and ecosystem breakdown, this ground-breaking research will examine and propose the positive pathways and available solutions for mitigating those impacts – for the good of future generations.

LET'S GIVE NATURE SOME SPACE...

"Let us make our future now, and let us make our dreams tomorrow's reality."

Malala Yousafzai, Pakistani activist for female education and a Nobel Peace Prize Laureate

"I've travelled the globe documenting the most magnificent natural spectacles the world has to offer. But my decades-long career has shown me first-hand how the pressures on the natural world have changed. These pressures are driven by humankind's growing population."

Gordon Buchanan, Wildlife filmmaker, PM Patron and Patron for the Environmental Justice Foundation

"It doesn't make sense that we don't talk about population growth. Even though more people are recognising its importance in relation to environmental protection, there's still a stigma. In discussing the links between population growth and conservation, you must start with the key issue of women being able to have control over their own bodies."

Sara Inés Lara, Founder and Executive Director of Women for Conservation, which empowers rural women in Colombia to protect endangered species and halt habitat destruction

Women for Conservation, Colombia

WHEN IT COMES TO OUR HUMAN POPULATION ON THIS ONE, HABITABLE PLANET, LESS IS MORE

INFORMED BY EXPERTS

Population Matters' strategy is informed by input from our Expert Advisory Group, Patrons and other key stakeholders and partners. We also draw on research and contacts through the *Journal of Population and Sustainability*, our editorially independent, interdisciplinary, academic journal, which explores all aspects of the relationship between human population and environmental sustainability.

We work to a rolling three-year strategic plan, annually evaluated to ensure we're on-track, aware of the best available, current evidence, and can adjust our focus and activities accordingly.

GROUNDED IN SCIENCE

As PM's 30-year record proves, we're in for the long-haul. We're seeing positive shifts in awareness and attitudes globally, have identified leverage points, and are gaining the support of a growing

MORE SPACE FOR NATURE, FOR OTHER SPECIES, FOR LIFE-SUPPORTING ECOSYSTEMS

MORE OPPORTUNITY, INCREASED WELLBEING AND FAIRER SHARES FOR PEOPLE EVERYWHERE

body of scientists, organisations and individuals who share our analysis. This is exemplified in the recent 'World Scientists' Warning' issued by close to 15,000 scientists from 160 countries, which highlighted the need to address human population growth alongside excessive consumption.

The scientific facts and outcomes of ongoing population growth and overconsumption, catastrophic climate change and accelerating loss of biodiversity, are stark. The way we humans live and run our societies and economies is undermining the natural systems on which all life depends, ultimately that of our own species.

A CATALYST FOR CHANGE

PM's purpose is to catalyse positive change, translating the science and research into persuasive communications, to offer a vision and narrative that people can aspire to, identify with, and believe is achievable.

CONNECTING THE ISSUES

While we're primarily concerned with the population of humans, we include and consider ALL the factors. By addressing human population, we can help reduce overconsumption, increase the life opportunities of some of the poorest people globally, and reduce the pressure on wildlife and natural habitats.

PUSHING FOR A FAIRER WORLD

A vital first step is to enable the hundreds of millions of girls and women worldwide to have access to education and to meet their need for safe, modern family planning – so they can choose when and how many children or have or not. This is a basic human right, bringing better life chances, health, and wellbeing for those women and the children they choose to have. It is also critical to raising countries out of poverty.

CASE STUDY: Costa Rica – offering a 'greenprint' for the world

Photo by Birger Strahl on Unsplash

Just 60 years ago, Costa Rica fulfilled the negative criteria of a lower income country, with GDP per capita a mere $380, an average life expectancy of 60, and with one of the world's fastest population growth rates at 3.8%. Consequently, the government struggled to provide adequate healthcare and education, making it difficult for people to escape poverty. Unsustainable logging for quick profit slashed forest cover from 75% to 17%.

Today, Costa Rica is a country transformed. Its GDP per capita has grown to over $12,000, life expectancy is about 80 (comparable to much wealthier countries) – and the average birthrate is under two children. Costa Ricans enjoy high standards of education, one of the world's most effective primary healthcare systems, and the country is rated the 'happiest' in the Global South.

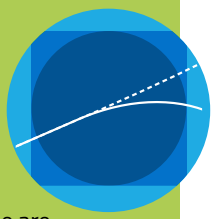
In terms of nature recovery, **Costa Rica was the first tropical country to reverse deforestation** – more than half of its land is now restored to rainforest

How did Costa Rica achieve such dramatic changes in just a couple of generations? A range of progressive government policies on biodiversity protection and higher education spending played a role, but one important and underrated factor was its non-coercive family planning programme which simultaneously lifted families out of poverty whilst also relieving pressure on natural resources.

Costa Rica's family planning movement **actively promoted smaller families.** Through mass communication and house visits – particularly important in rural areas – nurses, social workers, and priests explained to couples that **having fewer children would enable them to save more money and enjoy more leisure time. This approach worked: Costa Rica now has Latin America's highest rate of contraception usage at 80%, and one of the region's lowest birth rates. As a result, both people and nature are flourishing.**

Source: World Health Organisation, 2010

Inspired by positive stories such as Costa Rica's, PM is working to replicate this through our 4-point strategy:



1. 'Bending down' the global population curve so that our overall human numbers peak at or below the UN's low projection of 7.3 billion by 2100.
Achieving this is possible if people are enabled to choose and realise the benefits of having smaller families.

2. Ensuring it's culturally normal, practically possible, and personally desirable for women everywhere to choose smaller families.
This means ending the current unmet need of more than 270 million women worldwide for safe, modern family planning by 2040.

3. Getting the population factor and solutions widely accepted as key for easing climate and biodiversity emergencies, and for boosting human development and wellbeing.
An analysis of climate change solutions by Project Drawdown ranks education and family planning as the second most impactful of its top 10 workable solutions to combat climate change available today, cutting more CO_2 emissions than from all onshore and offshore wind power combined.

4. Having a global impact
Population is a global issue, with different challenges and solutions appropriate for different parts of the world, for individual countries, their cultures and societies. That's why PM works with partner organisations, grassroots community groups, and individuals across the world through our Empower to Plan practical project funding programme.

JULY 2020

SUSTAINABLE DEVELOPMENT NEEDS A SUSTAINABLE POPULATION

PM's ***Hitting the Targets*** Sustainable Development Goals report and video released.

NOVEMBER 2020

PEOPLE WANT ACTION ON EXTINCTIONS

PM poll shows 91% of people are concerned about biodiversity loss and want the same or more priority on species loss as on climate change.

MAY 2021

THE FIGHT TO RESTORE OVERSEAS AID

UK government cuts overseas aid and then funding to UNFPA by 85% – PM launches supporter email action in response.

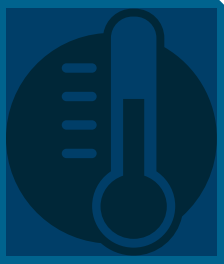
MAY 2021

YOUNG PEOPLE BACK SMALLER FAMILIES FOR THE ENVIRONMENT

Three-in-ten young people in the UK want fewer children because of environmental concerns, according to a PM poll.

MAY 2021

THE IMPACT OF POPULATION ON BIODIVERSITY AND CLIMATE CHANGE



PM's ***Why population matters for biodiversity*** and ***Why population matters for climate change*** briefings are released.

MAY 2021

PM CAMPAIGN CELEBRATES POSITIVE CHOICES

GLOBAL SMALL FAMILY

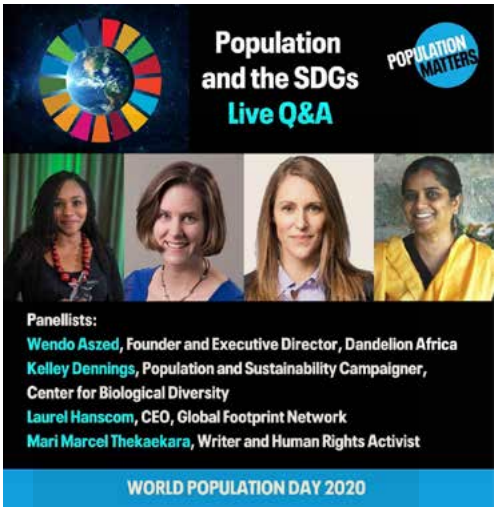
PM's Choice Manifesto is launched – enabling people from across the world to commit to celebrating small families and helping to empower others to have the same freedoms.

JUNE 2021

MEMBERS OF PARLIAMENT RECOGNISE POPULATION GROWTH TO BE A DRIVER OF BIODIVERSITY LOSS

UK parliamentary committee backs Population Matters' call to restore family planning aid to protect biodiversity.

Our campaign focus was the UN's Sustainable Development Goals, the set of 17 targets that the global community aims to achieve by 2030 to ensure good lives for all on a healthy planet – targets looking increasingly likely to be missed.



Despite the challenges of coronavirus, we were able to adapt our campaigns approach, and this year saw a higher level of activity from Population Matters than ever before.

THE CAMPAIGNING YEAR

Falling on 11 July, the UN's World Population Day is the springboard of each reporting year for Population Matters. In 2019, we marked it with events in London, Lagos and New York. For 2020, a very different approach was needed. Our campaign focus was the UN's Sustainable Development Goals (SDGs), the set of 17 targets that the global community aims to achieve by 2030 to ensure good lives for all on a healthy planet – targets looking increasingly likely to be missed.

The PM team researched and produced a fully referenced 20-page report – *Hitting the Targets* – examining how population action could help achieve each goal, and released a short, animated video, summarising the issues. The report was distributed to hundreds of agencies, individuals and politicians, and the video watched thousands of times.

On the day itself, we were honoured to coordinate an online panel discussion addressing the wider issues of population, women's empowerment and the SDGs, featuring experts and campaigners from India, Kenya and the US.

We continued to focus campaigning and policy work on biodiversity and, in particular, the new international agreement for protecting nature, the Post-2020 Framework of the Convention on Biological Diversity. Submitting evidence and reports to the process, we also lobbied MPs and conducted a UK poll finding that 91% of respondents are concerned about species loss, and two-thirds want action on it to have as high a priority as climate change. We published two authoritative briefings, assembling the most compelling recent

evidence on the links between population and climate change and population and biodiversity loss.

We also published a briefing on the unmet need for modern family planning – just before an unexpected campaign focus for the year arose when the UK government slashed its contribution to the United Nations Population Fund, which provides contraception in low-income countries. Within days of the UNFPA decision, PM launched an online action, allowing hundreds of supporters to contact the responsible government minister directly – to the best of our knowledge, the only campaigning organisation to do so.

In June 2021, these two campaigns came together when the UK parliament's highly influential Environmental Audit Committee backed our call for restoration of family planning aid in a major report. The committee specifically cited our evidence and argument that population pressure is a major threat to biodiversity and that family planning aid improves people's lives and protects biodiversity.

The linkage between the additional benefits to the environment from addressing sexual and reproductive rights is critical to our mission. This intervention by the committee was a strong endorsement of our approach.

The principle of people having the right and means to choose smaller families, and understanding the benefit this brings, is at the heart of all our work. In May, we launched our Choice Manifesto, an opportunity for people to declare their commitment to everyone's right to choose the family size they want, and to considering a smaller family when making their own decisions. The declaration also invites people to talk about their own choice, and the response was outstanding, with hundreds submitting testimonies and stories, which we continue to share online.

To accompany the Choice Manifesto, we commissioned a major opinion poll on attitudes to family size in the UK. Among its many findings was that three-in-ten 18 to 24-year-olds want to have fewer or no children because of their concerns about the environment, and the environmental effects of having children. Sadly, it also showed that women continue to feel more strongly judged than men for being childfree, and that there is still

a stigma attached to only children. The poll featured in national media, and continues to inform our messaging and strategy on smaller families.

THE MEDIA YEAR

With the media continuing to be dominated by the pandemic, the number of media stories featuring PM directly was lower than in recent years. However, extensive coverage in the Latin American press, obtained with the assistance of our Population Matters Español colleagues, was a further reflection of our international reach – for the first time, more stories appeared in non-UK press featuring Population Matters, than in the UK press.

The year also saw a reminder of the challenges that the population cause faces, with an unbalanced attack by commentator George Monbiot in ***The Guardian***. Following persistent pressure, the paper published our director's measured, evidence-based and concise 'Right to Reply', along with a link to our more extensive blog asserting the progressive and compassionate case for addressing population. This became one of our most read website stories of 2020.

Media interest in people choosing smaller families, or to be childfree, for environmental reasons continued over the year, with many journalists contacting us to connect them with people who have made that choice.

THE DIGITAL YEAR

This year, more than any so far, the quality of our online presence has been vital. With no opportunity to stage public events, an already-planned upgrade of our supporter and membership website pages proved timely, and with new content added weekly, we saw the number of website visitors increase to 823,000 this year. Even more importantly, our reach is truly international, with those visitors coming from more than 200 countries.

Our social media platforms continued to thrive, with followers of the Instagram account we created last year increasing by more than a third. We were also among the first to recognise the opportunities presented by webinars, following up our World Population Day panel discussion with three further such events over the year, attracting more than 6,000 participants and viewers.

We continued to use our platform to amplify the voices of friends and partners across the world, with interviews and guest blogs from India, Pakistan, the US and Uganda, among others.

LET'S EMPOWER WOMEN...

"Girls and women continue to suffer from gender discrimination in much of the world. Women's rights are key. Fertility rates remain high where women's status is low."

Dr Yasmeen Sabeeh Qazi, Senior Advocacy Advisor on Family Planning for the Bill and Melinda Gates Foundation

"We should redouble our efforts to secure rights-based family planning policies and programmes and ensure they're available to individual women on a regional scale. By slowing population growth, there's the potential to avert 85 gigatons of greenhouse gas emissions by 2050."

Alisha Graves, Founder and Executive Director of OASIS, which works to advance education and choice for women and girls in the Sahel, and member of PM's Expert Advisory Group

"To have or not have children is a human right that everybody should be able to exercise without judgment or criticism. If you decide you don't want children, you should be able to make that choice. Yet, women continue to face pressure to have babies and it's explicitly encouraged by most religions and a number of national governments."

Maxine Trump, film maker, whose documentary, *To Kid or Not To Kid*, is the first English language feature on making the choice to be childfree

> **Our activities in education, research and advocacy continue to contribute to the achievement of a sustainable human population, and thus, environmental sustainability.**

We continue to extend our global reach by developing partnerships with international organisations, including grassroots community groups that share our values.

The impact of the global pandemic cannot be understated, which of course extended to our ability to campaign here in the UK and travel internationally. However, such restrictions did not prevent us from reaching our supporters across the world via online webinars and Q&As (see pages 16-18).

WE COMMISSIONED OUR FIRST PRIMARY RESEARCH

In 2021, we commissioned research from leading paediatrician, Professor Peter Le Souëf, and global-change ecologist, Professor Corey Bradshaw, in collaboration with others in the Global South. Population Futures – the first primary research directly commissioned by Population Matters – seeks to develop positive pathways for mitigating the impact of climate change for children in the poorest, least resilient countries, who will be most affected by it (see page 10).

WE LAUNCHED OUR CHOICE MANIFESTO

This year, we also launched our new Choice Manifesto as part of our ongoing Smaller Families campaign. So far, people from 42 countries have declared their commitment to planning for a small family size and empowering others to have the same freedom of choice.

Natalija and family, Global Small Family supporters, The Netherlands

KOMB GREEN Solutions, Kenya

EMPOWER TO PLAN – PROVIDING VITAL GRASSROOTS SUPPORT

We have also continued to develop relationships with inspiring grassroots groups that share our values through Empower to Plan. Of equal importance to enhancing our global voice with large international organisations and academics, these community partnerships help to improve the lives of women, girls and entire communities, safeguard human rights, and protect the natural world.

Empower to Plan's mission is to empower women and girls across the world to make a choice on their reproductive health freely. When women are empowered with the contraception, knowledge and freedom to take control of their fertility, a natural fall in birthrate follows. By lowering birth rates worldwide through positive and ethical means, we will be able to ensure the protection of the planet, its finite resources, species and ecosystems.

PUBLIC BENEFIT

Our overarching strategy (see pages 12-14) outlines how we aim to meet our charitable purposes, aims and objectives. Details of the activities we have undertaken during the last year and their impact can be found on pages 15-18.. The Board believes that our activities in education, research and advocacy continue to contribute to the achievement of a sustainable human population, and thus, environmental sustainability. This provides clear public benefit, especially given the growing relevancy of the issue among our global audiences. In addition, the Board can confirm it has due regard to the public benefit guidance published by the Charity Commission in compliance with the duty in section 17(5) of the Charities Act 2011, in exercising their powers and duties.

EMPOWER TO PLAN

Population Matters' global partnerships help us support practical and uplifting on-the-ground education and healthcare solutions to improve the lives of women, girls and entire communities.

CASE STUDY

Family planning in Uganda – removing the stigma

Family Medical Point

Grassroots healthcare provider, **Family Medical Point** (FMP), has been serving the marginalised fishing communities and slums of Abaita Ababiri, Uganda, since 2017 through providing practical family planning interventions to increase access to contraception and sexual and reproductive healthcare (SRH).

In Uganda, gender-based violence prevalence rates are among the highest in the world. Amongst women of reproductive age surveyed in 2016, over half had experienced physical violence and one-quarter had experienced sexual violence in their lifetimes. FMP therefore also seeks to remove the stigma surrounding contraception use in its communities, reduce violence towards women associated with uptake of family planning services, and empower women to take control of their lives and reproductive choices.

£4,023 raised from members and supporters

With support from Empower to Plan, FMP was able to transform the attitudes of its communities and champion the safe delivery of family planning services through the implementation of a two-part behaviour change and intervention campaign. Part one included the training of 20 on-the-ground peer educators (17 women and three men) to deliver SRH and contraception workshops to men and women in the community.

The second part saw the development and production of an inspiring drama show broadcast on a local radio station, featuring empowered female characters, consensual relationships, and the use of family planning services without judgement or stigma.

CASE STUDY

Sex education in the UK – supporting young people through the pandemic

Aaron Edmonds

The vital work of **You Before Two** was impacted by Covid-19, with face-to-face workshops in the English midlands cancelled and expected funding removed. Sessions transferred online, but this highlighted the need for a more sophisticated website and online resource area, with educational content to help teachers and pupils enrich their learning and share ideas from afar.

You Before Two's mission is to educate and empower girls and boys in Nottinghamshire – one of the most deprived parts of the UK, where teenage pregnancy rates are still high and there is less access to abortion services. Lessons in relationships and sex education (RSE) are now statutory in UK secondary schools, but a recent survey found that almost one-third of teachers had received no training to deliver high-quality content, so accessible online resources for both teachers and students are vital.

£5,700 raised from members and supporters

With emergency support from Empower to Plan during the pandemic, Founder Dr Rebecca Foljambe has been able to accelerate her ambition for expanding online and in-person workshops nationally. The success of You Before Two's eight-week RSE programme for boys and girls (focusing on essential information on contraception and healthy relationships but with a session on the issue of unsustainable population growth), is just one important example of how Population Matter's Empower to Plan partners are making a real difference on-the-ground.

OUR MEMBERS AND SUPPORTERS

We are delighted to count on the support of more than 23,000 people from 125 different countries who receive our monthly email updates, and of course many thousands of others who follow our campaigns via social media and share our content. This provides us with a much broader reach – one that we might not be able to achieve alone.

The continued support of our members around the world truly underpins our work. Without their dedication and generosity, it would not be possible for the team to produce our campaigns, develop our website to look, feel and behave in line with peer organisations', and grasp every opportunity to talk about population – in the media, at events or in briefing papers circulated to those we know are working towards the same, better future.

86%
of supporters and members said they were 'very satisfied' or 'somewhat satisfied' with our work
PM Annual Survey 2020

Our first annual supporter and member survey was circulated in December 2020, and we were pleased to receive a significant amount of feedback from those who receive our monthly email update (628) and members who support us financially (403) – collectively voicing opinions on our work from 47 different countries. It was great to have this opportunity for people to tell us how we're doing and take our pulse from an external viewpoint.

OUR CATALYST MEMBERS

In order to recognise the support of our most generous members (who give at least £600 towards our campaigns annually), we launched our new two-tier membership in March 2020. Given we do not receive any income from government or contracts, the importance of the continued financial support from all our members – and the following catalyst members in particular – cannot be understated. It is their support that underpins our continued growth and development as a catalyst organisation making a better future possible in partnership with others.

Our sincere thanks to: Mrs Kate Balderson, Ms Janet Beal, Dr P Bermingham, Mr Scott Carlton, Mr Clive Catherall, Mr Edward Coleman, Mr L Dimery, Emeritus Professor John Guillebaud, Dr Reza Hossain, Mr Christopher Lawson, Mr François Micheli, Dr Michele Nicastri, Mr Norman Pasley, Hugh Rattray, Jeff Richards, Mr Iain Richardson, Professor Caroline Series FRS, Mr Nigel Stevenson, Dr Hoon Seong Teo, John Tippler and 28 others who wish to remain anonymous.

We would also like to extend our thanks to the Rufford Foundation for their ongoing, generous support.

The Rufford Foundation
www.rufford.org @ruffordgrants

Women for Conservation, Colombia

Engaging with attendees at a vegan festival, UK

Dandelion Africa, Kenya

PM stall at a local event

3,898
online campaign actions by supporters

823,690
website visitors

from **229** countries

36%
increase in Instagram followers

32%
increase in YouTube subscribers

6,000+
views of our webinars

43
new catalyst members

each giving at least **£600** annually to support our campaigns

779
new members

1991 2021 30 years

£47,082
raised for our **Make It Possible** appeal to celebrate Population Matters 30th anniversary

#MAKEITPOSSIBLE

£13,995
raised for Empower to Plan projects

EMPOWER TO PLAN

OUR PATRONS

We are honoured to count the following individuals as our Patrons. With their varied expertise and passion for both people and the environment, each individual provides endorsement for our work. Collectively, our Patrons give greater credence to the issue of population concern and help further our vision and mission through their high-profile, visible support.

Sir David Attenborough OM CH CVO CBE FRS FZS FRA
Internationally respected naturalist, broadcaster and presenter of several seminal series including *Life on Earth, Blue Planet* and *Our Planet*

"The human population can no longer be allowed to grow in the same old uncontrolled way. If we do not take charge of our population sitze, then nature will do it for us, and it is the poor people of the world who will suffer most."

Dame Jane Goodall PhD DBE
Founder of the Jane Goodall Institute and UN Messenger of Peace

"It's our population growth that underlies just about every single one of the problems that we've inflicted on the planet. If there were just a few of us, then the nasty things we do wouldn't really matter and Mother Nature would take care of it – but there are so many of us."

Chris Packham
Naturalist, nature photographer, television presenter and author

"There's no point bleating about the future of pandas, polar bears and tigers when we're not addressing the one single factor that's putting more pressure on the ecosystem than any other – namely the ever-increasing size of the world's population."

Leilani Münter
Ex-race car driver, childfree champion and environmental campaigner

Jonathon Porritt CBE
Director of Forum for the Future, former Chair of the UK Sustainable Development Commission, President of Population Matters

Prof Sir Partha Dasgupta FRS FBA
Frank Ramsey Professor of Economics, University of Cambridge

Prof Paul Ehrlich ForMemRS
Bing Professor of Population Studies, Stanford University

Prof John Guillebaud
Emeritus Professor of Family Planning and Reproductive Health, University College, London, and Medical Director, Margaret Pyke Centre for Family Planning

Gordon Buchanan MBE
Wildlife filmmaker and presenter. He was presented with an MBE for services to charity and wildlife conservation.

Adrian Hayes
Record-breaking polar explorer and adventurer, speaker, coach, campaigner and author

Malcolm Potts MB BChir PhD FRCOG
Professor in Maternal and Child Health and former holder of the Fred H. Bixby Endowed Chair in Population and Family Planning of the University of California

Sara Parkin OBE
Principal Associate of The Sustainability Literacy Project, Co- founder of Forum for the Future, Chair of the Richard Sandbrook Trust

Judy Ling Wong
Hon President of Black Environment Network (BEN), focused on integrating environmental, social and cultural issues in the context of sustainable development.

Susan Hampshire OBE
Actress and population campaigner

James Lovelock CH CBE FRS PhD
Originator of the Gaia Theory

Our Expert Advisory Group (EAG) gives us an independent perspective on our strategy, performance, and major decisions. We are fortunate to have attracted independent experts from across the world and a wide range of disciplines to join the EAG, whose expertise and advice we can draw upon.

Dr Muhtari Aminu-Kano

Currently Director-General of the Nigerian Conservation Foundation, his previous positions include Assistant Director, Lake Chad Research Institute, Maiduguri; Project Director, Hadejia-Nguru Wetlands Project, Nigeria; and as Senior Adviser on Policy & Advocacy at the Birdlife International Secretariat, Cambridge.

Wendo Aszed

Founder and Executive Director of Dandelion Africa, a grassroots organisation in Kenya focused on women's health and economic empowerment, providing economic and skills training, and health information to young people. Dandelion Africa is partnered with PM through our innovative Empower to Plan programme.

Prof Ugo Bardi

Teaches physical chemistry at the University of Florence, engaging in research on sustainability and energy with a special view on mineral resources, circular economy, and recycling. He is a member of the Club of Rome and chief editor of the Springer journal *Biophysical Economics and Resource Quality*.

Dr Patrick Curry

A tutor at the University of Wales Trinity St David and former lecturer at the universities of Bath Spa and Kent, and author of *Ecological Ethics: An Introduction.* He is also the editor-in-chief of the online journal *The Ecological Citizen*.

Prof Herman Daly

Professor Emeritus at the University of Maryland School of Public Policy. From 1988 to 1994 he was Senior Economist in the Environment Department of the World Bank. Prior to that he was alumni Professor of Economics at Louisiana State University, teaching economics for 20 years.

Dr Edu Effiom

Assistant Director with the Nigerian Cross River Forestry Commission, where she heads the Reduced Emissions from Deforestation and Forest Degradation and Sustainable Forest Project Unit. A Councillor with the Association of Tropical Biology and Conservation, she currently chairs its Africa Chapter.

Dr Rebecca Foljambe

A GP with special interest in Family Planning and Women's Health, she set-up You Before Two, a charity which encourages and enables young women to consider their own education, life choices and autonomy. PM has worked in partnership with You Before Two through our Empower to Plan programme.

Dr Jane O'Sullivan

Honorary Senior Fellow at School of Agriculture and Food Sciences and Faculty of Science, University of Queensland. Executive Committee member of Sustainable Population Australia.

Alisha Graves

President of the California-based non-profit OASIS, and co-founder of the OASIS Initiative at University of California, Berkeley, an organisation that aims to advance education and choice for women and girls in the Sahel.

Laurel Hanscom

CEO of the Global Footprint Network, leading its overall operations and strategy. Since joining GFN, Laurel has worn various hats, but she has a particular passion for its open data platform and sustainable development projects.

Graeme Maxton

Specialising in environmental and sustainable economics, Graeme also, co-authored *Reinventing Prosperity* with Jorgen Randers. He was Secretary-General of the Club of Rome from 2014-18 and remains a Full Member. He is an Advisory Board Member for the UN's Economic Commission for Europe Pathways Project.

Prof Fred Naggs

Scientific Associate at the Natural History Museum, having retired after 42 years at the museum in September 2016, and visiting professor at Chulalongkorn University, Bangkok.

Prof William Rees

Population ecologist, ecological economist, Professor Emeritus and former Director of the University of British Columbia's School of Community and Regional Planning.

William Ryerson

Founder and President of Population Media Center (PMC), an organisation that strives to improve the health and wellbeing of people around the world through the use of entertainment-education strategies. He also serves as Chair of The Population Institute in Washington, DC.

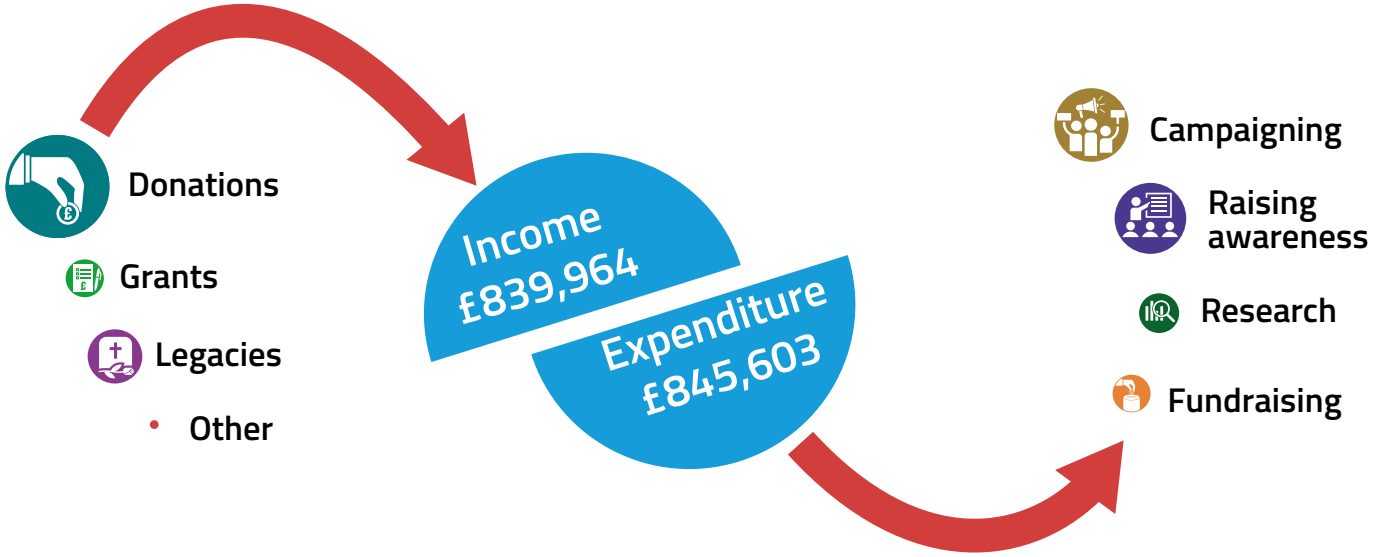
Prof Jeroen Van Den Bergh

ICREA Professor at the Institute of Environmental Science and Technology of Universitat Autònoma de Barcelona, and Professor of Environmental and Resource Economics at VU University, Amsterdam.

Prof Peter Wadhams

Professor of Ocean Physics and Head of the Polar Ocean Physics Group in the Department of Applied Mathematics and Theoretical Physics (University of Cambridge). President of the International Association for the Physical Sciences of the Oceans Commission on Sea Ice and Coordinator for the International Programme for Antarctic Buoys. He is author of *A Farewell to Ice* – an authoritative account of our shrinking polar ice.

Where we received our income from and what we spent it on



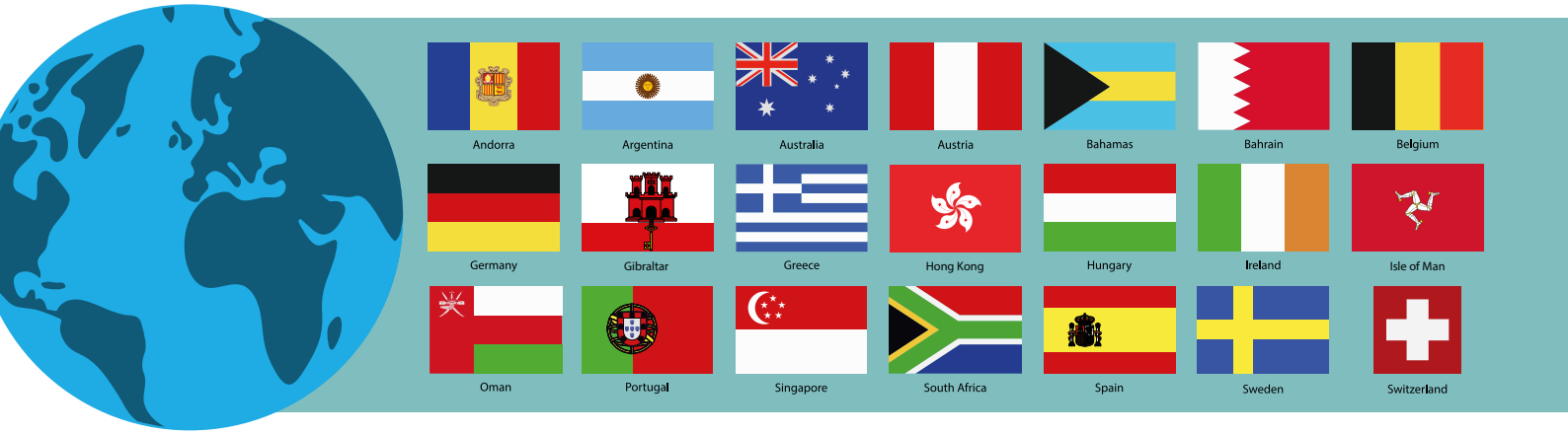
INCOME

Income from all sources rose this year, with the 44% increase in donations and related gift aid reflecting both our increasing profile and the effectiveness of our nascent fundraising strategy, which also contributed to a three-fold rise in grant income. Legacy income continues to make an important contribution but a focus on locking in regular giving, at the same time as diversifying our income streams, will enable us to plan more effectively.

EXPENDITURE

We use our resources to further our charitable aims for the public benefit; to that end, we analyse our expenditure in relation to our three charitable objectives, which effectively translate into campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability). Raising awareness of the issue remains a key part of what we do but in the last year, we have significantly increased expenditure on research that will help to underpin our increasingly targeted campaigning activities.

OUR REGULAR DONOR BASE CONTINUES TO EXPAND, WITH CONTRIBUTIONS COMING FROM SUPPORTERS IN AROUND 50 COUNTRIES



STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 JUNE 2021

	Unrestricted funds (£)	Restricted funds (£)	2021 Total funds (£)	2020 Total funds (£)
INCOME FROM				
Donations	504,609	39,867	544,476	377,711
Gift aid tax	61,193	6,273	67,466	47,855
Grants	73,480	-	73,480	23,725
Legacies	150,673	-	150,673	59,169
Other trading activities	117	-	117	576
Investment income	3,752	-	3,752	6,580
TOTAL	**793,824**	**46,140**	**839,964**	**515,616**
EXPENDITURE ON				
Fundraising	89,226	-	89,226	53,412
Campaigning	329,113	11,640	340,753	299,677
Raising awareness	301,725	14,914	316,639	284,117
Research	69,483	29,503	98,986	35,843
TOTAL	**789,547**	**56,057**	**845,604**	**673,049**
NET INCOME/ (EXPENDITURE)	4,277	(9,917)	(5,640)	(157,433)
RECONCILIATION OF FUNDS				
Total funds brought forward	758,930	40,958	799,888	957,321
TOTAL FUNDS CARRIED FORWARD	**763,207**	**31,041**	**794,248**	**799,888**

Notes and further information are included in the full financial statements, which are available on request.

REVIEW OF FINANCIAL POSITION

Although the impact of Covid-19 was felt throughout the financial year, its effect was primarily on expenditure, causing the delay of a number of planned activities including our seminal conference ***Boom or Bust? Economy, wellbeing and population***. Income, on the other hand, was buoyant.

This reflects the fact that, in contrast to some in the sector, Population Matters isn't reliant on community fundraising or trading activities and so hasn't felt the Covid-related restrictions on such activities. Although some supporters cancelled their regular giving for financial reasons, this has been more than offset by contributions from new supporters, as well as those increasing their level of giving.

This resilience was reflected in total income, which rose by £324,348 in the year to 30 June 2021, while expenditure increased by £172,555, resulting in a small deficit of £5,640, compared with a deficit of £157,433 in the previous year. As a result, total reserves were relatively unchanged, declining from £799,888 at 30 June 2020 to £794,248 at 30 June 2021.

Unrestricted reserves at the year-end amounted to £763,207, considerably in excess of the minimum level of £330,000 required by the charity's reserves policy.

However, if Covid-19 hadn't curtailed charitable activities during the year, reserves would have been run down further as the Board had approved a deficit budget in pursuance of our strategic objectives.

INCOME AND EXPENDITURE

Income grew year on year by £324,348 (63%) to £839,964, with regular and one-off donations playing a significant role. Our fundraising activities have focused on diversifying our income streams with campaign-focused appeals and increased targeting of grant-making trusts, while our regular donor base continues to expand, both numerically and geographically, with contributions during the year coming from supporters in around 50 countries.

Expenditure increased overall by £172,555 (26%) to £845,603. Spending has been allocated to the three principal areas of campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability), all of which rose during the year.

Research saw the greatest increase with expenditure rising by 176% to £98,986, as we commissioned our own independent research to evaluate the feasibility of achieving a population future at (or ideally, below) the United Nation's (UN) low projection of 7.3 billion by 2100.

We have also increased expenditure on fundraising, up 67% to £89,226, having committed resources to our first permanent, in house, fundraiser – and with each £1 spent on fundraising during the year generating £9.37 in income.

We have continued to develop our website and other communication tools, helping to raise the profile of Population Matters and the issue of population sustainability, as well as supporting our campaigning and fundraising activities.

RESERVES

The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of a drop in income or of other risks manifesting and to enable it to take advantage of unforeseen opportunities.

It is especially important for a growing charity such as Population Matters that both the reserves policy itself and the level of reserves are regularly reviewed, particularly given the continued disruptions caused by Covid-19.

Following the most recent review, the Board has determined that the minimum level of unrestricted reserves required to meet its objectives is £330,000. The figure equates to approximately six months' planned expenditure or, alternatively, sufficient to cover the difference between core income and core costs for one year.

At the year-end, unrestricted reserves were £763,207, £433,207 in excess of the minimum required level, of which £87,567 represents a legacy that has been recognised in accordance with generally accepted accounting principles but has not yet been received.

Excluding this amount, unrestricted reserves at the year-end amounted to £675,640, £345,640 in excess of the minimum amount required by the agreed reserves policy. The Board has approved the use of some of these excess reserves in the forthcoming year to advance the charity's strategic aims and plan to run a deficit in the year 2021/22.

INVESTMENTS

We hold an investment of £100,000 in a CAF Socially Responsible Portfolio with BMO Global Asset Management and we have cash funds spread across a number of deposit-taking institutions, with over 50% of our cash funds held with CAF Bank and Triodos.

The investment objective is to provide the best overall return for our funds consistent with an acceptable level of risk and to protect the real value of our reserves.

Our investment policy is available on request and addresses risk, asset allocation, liquidity requirements, time requirements and ethical considerations.

At the year-end, the market value of these investments was £183,100, an increase of £32,329 on the opening value of £150,771 and an increase of £83,100 (83 %) on the original investment.

ORGANISATIONAL STRUCTURE

Population Matters is controlled by its governing document and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. Until 2011, Population Matters was known as Optimum Population Trust, which remains the registered name.

Our Articles of Association were amended by Special Resolution on 28 November 2020, after an extensive consultation exercise with our guarantor membership.

As a result, the charity has now moved to a 'Foundation Model' structure in which Trustees are also company law (guarantor) members, and the charity has no other company law members.

This represents a change from the previous, relatively unusual, structure in which around 150 of the charity's 3,000 paying supporters were the guarantor members.

BOARD ACTIVITIES AND COMPOSITION

The Board meets quarterly to review the strategy and performance of Population Matters. All meetings during the year were held virtually due to Covid.

To facilitate effective operations, the Board has delegated authority to the Executive Director, supported by the senior management team, for the management and implementation of operational strategy, staff, operations, finance, risk and governance.

There are two Board sub-committees: the Finance, Risk, Investments and Audit Committee (FRIA), chaired by the Vice-Chair and the Nominations Committee, chaired by the Chair.

The amended Articles provide for Board trustees to be appointed for a fixed term of three years, renewable once before at least a one-year break, with a provision that allows a Board trustee to serve longer, subject to an annual review, if other Board trustees consider exceptional circumstances justify it.

This is a change from previously, when Board trustees were elected annually from and by the existing pool of some 150 guarantor members at the AGM.

In view of the exceptional circumstances of the transition to the new Articles of Association, the Board recommended the appointment of Maggie Avison for a tenth consecutive year and of Stephen Bown and Harry Cripps for an eleventh year.

The recruitment of new Board trustees is managed by our Nominations Committee, using the widest possible networks and a rigorous appointment process, to ensure that we are finding Board trustees with the knowledge, experience and networks the charity needs to maximise its future impact.

As part of this process, three new Board trustees have been identified and will be joining the Board in the current financial year.

New Board trustees are provided with an induction to their role through the provision of a range of internal information and guidance relating to the charity, as well as direction to sources of best practice.

REMUNERATION

Staff remuneration is reviewed annually.

As part of a review of our human resources processes, we have introduced a salary grid based on a comparison of published salary scales to ensure that remuneration is consistent with that paid for similar roles in charities of a similar size.

Board trustees give their time voluntarily and are not remunerated other than for modest expenses.

No expenses were claimed by any Board trustees in the financial year. No Board trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

RISK

The Board has a duty to manage the charity's resources responsibly and to ensure that there is an effective risk management process in place. Board trustees are assisted in meeting their responsibilities by the Finance, Risk, Investment and Audit Committee (FRIA), which oversees the Risk Management Process, making recommendations regarding present and future risks.

Our Risk Register identifies the types of risks we face, rates them in terms of potential impact and likelihood and identifies risk management/mitigation measures – and is reviewed regularly.

An evaluation of new and changed risks forms part of the regular meetings of the senior management team and a review of principal risks is included in the papers of each Board meeting.

The impact of the Covid-19 pandemic has been less for Population Matters than some other charities: we're not reliant on community fundraising or trading activities and have always been a virtual organisation although it has affected our campaigning activities.

The Board is particularly mindful of the threats and opportunities resulting from long-term social, cultural, economic, political and environmental changes brought about by the pandemic. In summary:

- We review and refresh our strategy regularly, ensuring that it is sufficiently flexible to enable us to take advantage of unexpected opportunities as they arise
- We reduce reputational risk through clear and firm rebuttal of any mis-representation and false allegations and by the professionalisation of our communications
- We have a regular appraisal process which ensures that staff remain motivated and committed
- We regularly review our data practices, ensuring that key data and systems are backed up and we retain an external contractor to provide time-critical support

OFFICERS DURING YEAR

Chair – Sara Parkin OBE
Vice Chair – Fiona McKenzie

Honorary Treasurer – Percy Kelland
Percy is a Chartered Accountant with more than 38 years' experience in the voluntary and commercial sectors. He worked for 21 years for KPMG, six years at director level in industry, and 11 years as a self-employed business adviser.

TRUSTEES DURING YEAR

Maggie Avison
A freelance researcher, Maggie has been involved in the charity sector for more than 15 years and has worked at and volunteered with several animal welfare and environmental charities.
Date of first appointment: 15/10/11 – Board meetings attended during year: 4 of 4

Stephen Bown
Emeritus Professor of Laser Medicine and Surgery and Director of the National Medical Laser Centre at University College London. Stephen is also an Honorary Consultant Gastroenterologist at University College Hospital.
Date of first appointment: 07/11/09 – Board meetings attended during year: 4 of 4

Harry Cripps
A chemical engineer and chartered environmentalist with 40 years process industry experience, his career has included pollution control, water and waste minimisation, energy optimisation and development of environmentally sustainable technology.
Date of first appointment: 07/11/09 – Board meetings attended during year: 4 of 4

John Davies
John is a retired teacher with experience in business. Involved in setting up Empower to Plan, he works to develop measurable, effective engagement with special reference to economic issues of transition to sustainability.
Date of first appointment: 10/10/15 – Board meetings attended during year: 4 of 4

Rebecca Foljambe
Rebecca is an NHS GP with a special interest in Family Planning and Women's Health. She is also the founder of You Before Two, a charity which empowers young women to value and protect their autonomy before making reproductive choices.
Date of first appointment: 30/11/19 – Board meetings attended during year: 5 of 6

Pip Hayes
A semi-retired GP in Devon, Pip was a member of the PM Board previously and has recently re-joined. She is also a board member of the Tamar Faculty of the Royal College of General Practitioners and a non-executive board member of Devon Doctors.
Date of first appointment: 06/10/18 – Board meetings attended during year: 3 of 4

Anna Hughes
Anna is a qualified teacher and is currently a director of Flight Free UK, which campaigns for a reduction in aviation. She has appeared in several media interviews representing PM and speaking about her decision to remain child-free.
Date of first appointment: 06/10/18 – Board meetings attended during year: 4 of 4

Fiona McKenzie
After working in investment banking, Fiona ran her own practice in alternative medicine and facilitated mezzanine financing deals. She has spent the last decade working on human/wildlife conflict-resolution projects and is a trustee of Global Canopy.
Date of first appointment: 17/02/15 – Board meetings attended during year: 3 of 4

Emma Olliff
Emma is an ecologist focusing on farming and its future. She is working on a project called RegenerEat, which aims to build holistic food systems that reconnect people with their ecosystem.
Date of first appointment: 21/10/97 – Board meetings attended during year: 4 of 4

Chris Padley
Chris is retired, a life-long campaigner on environmental issues. He was a Town Councillor for 27 years and twice Town Mayor. He managed the PM Letter Writers' group for 10 years.
Date of first appointment: 30/11/19 – Board meetings attended during year: 4 of 4

Sara Parkin OBE
Sara is Principal Associate of The Sustainability Literacy Project, Chair of the Richard Sandbrook Trust, and a Trustee of the St Andrews Prize and the Carnegie Trust for the Universities of Scotland. She is also author of several books and was Co-founder of Forum for the Future.
Date of first appointment: 18/06/19 – Board meetings attended during year: 4 of 4

Ascanio Vitale
Ascanio has volunteered and worked for several environmental organisations, including as a climate campaigner for Greenpeace and the World Wildlife Fund. He is a Chief Executive Officer of engineering consulting companies Stop CO_2 and Flyzen.
Date of first appointment: 10/10/15 – Board meetings attended during year: 4 of 4

SENIOR MANAGEMENT TEAM

Robin Maynard – Executive Director
Julie Lewis – Head of Finance and Supporter Services
Alistair Currie – Head of Campaigns and Communications

BALANCE SHEET – AS AT 30 JUNE 2021

	Unrestricted funds (£)	Restricted funds (£)	2021 Total funds (£)	2020 Total funds (£)
FIXED ASSETS				
Intangible assets	12	-	12	6,124
Tangible assets	2,872	-	2,872	3,648
	2,884	-	**2,884**	**9,772**
CURRENT ASSETS				
Debtors	183,019	2,349	185,368	116,758
Investments	100,000	-	100,000	100,000
Cash at bank	683,718	28,692	712,410	725,886
	966,737	**31,041**	**997,778**	**942,626**
CREDITORS				
Amounts falling due within one year	(206,414)	-	(206,414)	(152,510)
NET CURRENT ASSETS	760,323	31,041	791,364	790,116
TOTAL ASSETS LESS CURRENT LIABILITIES	760,323	31,041	794,248	799,888
NET ASSETS	763,207	31,041	794,248	799,888
FUNDS				
Unrestricted funds	-	-	763,207	758,930
Restricted funds	-	-	31,041	40,958
TOTAL FUNDS			**794,248**	**799,888**

Notes and further information are included in the full financial statements, which are available on request.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered company number: 3019081 (England and Wales)
Registered charity number: 1114109 (England and Wales)
Registered office: 135-137 Station Road, London E4 6AG, UK

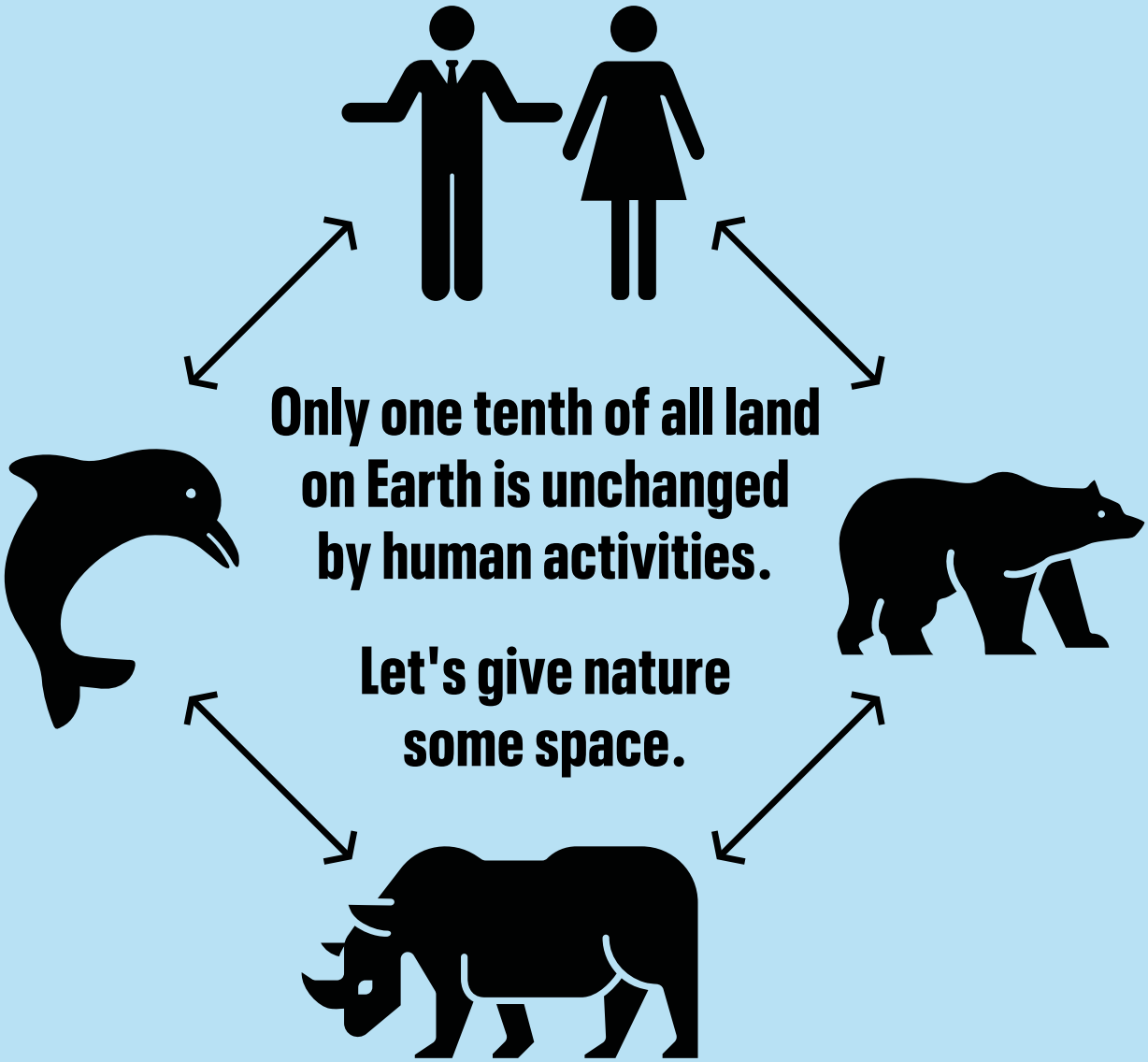
INDEPENDENT EXAMINER

Simon Cobbin FCA – Cobbin Floyd Ltd t/a Findlay Wetherfield Scott & Co, 137 Station Road, London E4 6AG

BANKERS

CAF Bank – 25 Kings Hill Avenue, Kings Hill, West Malling ME19 4JQ
Triodos Bank – Deanery Road, Bristol BS1 5AS
Barclays Bank plc – Corporate Office, Leicester LE87 2BB

KEEP A SAFE DISTANCE



Only one tenth of all land on Earth is unchanged by human activities.

Let's give nature some space.

DISCOVER MORE AT POPULATIONMATTERS.ORG

Population Matters campaigns to achieve a sustainable human population, to protect the natural world and improve people's lives. We are committed to human rights, women's empowerment and global justice. We believe that to be able to live within our planet's limits, everyone should be able to choose a smaller family.

POPULATION MATTERS™

REGISTERED COMPANY NUMBER: 03019081 (England and Wales)
REGISTERED CHARITY NUMBER: 1114109

REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH JUNE 2021 FOR

OPTIMUM POPULATION TRUST KNOWN AS POPULATION MATTERS

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2021

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Independent Examiner's Report	3
Statement of Financial Activities	4
Balance Sheet	5 to 6
Notes to the Financial Statements	7 to 15
Detailed Statement of Financial Activities	16

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30TH JUNE 2021

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30th June 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Aims and objectives

We campaign, inform, undertake research and do all we can to encourage an open, fair-minded and constructive debate about population. We aim to create a wave of public awareness and corresponding policy action on overpopulation and unsustainable consumption.

We promote positive, practical, ethical solutions – encouraging smaller families, inspiring people to consume sustainably, with the aim of enabling everyone to enjoy a decent quality of life whilst respecting and sustaining the natural ecosystems upon which all life on earth depends.

We empower choice. In a world of finite resources our reproductive and consumption choices are critical for achieving that vision of humanity in harmony with nature, prospering on a healthy planet. We believe everyone should have the freedom and ability to choose a smaller family.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Structure, governance and management

The Optimum Population Trust is a company limited by guarantee and a registered charity. The charity is controlled by its Articles of Association and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Our Articles of Association were amended by Special Resolution on 28 November 2020, after an extensive consultation exercise with our guarantor membership. As a result, the charity has now moved to a 'Foundation Model' structure in which Trustees are also company law (guarantor) members, and the charity has no other company law members. This represents a change from the previous, relatively unusual, structure in which around 150 of the charity's 3,000 paying supporters were the guarantor members.

The amended Articles also provide for Trustees to be appointed for a fixed term of three years, renewable once before at least a one-year break, with a provision that allows a trustee to serve longer, subject to an annual review, if other Trustees consider exceptional circumstances justify it. This is a change from previously, when Trustees were elected annually from and by the existing pool of some 150 guarantor members. The recruitment of new trustees is managed by a Nominations Committee, using the widest possible networks and a rigorous appointment process, to ensure that we are finding Trustees with the knowledge, experience and networks the charity needs to maximise its future impact.

New Board members are provided with an induction to their role through the provision of a range of internal information and guidance relating to the charity, as well as direction to sources of best practice.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
03019081 (England and Wales)

Registered Charity number
1114109

Registered office
137 Station Road
London
E4 6AG

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30TH JUNE 2021

Trustees
P.A. Hayes
H.R. Cripps
S.G. Bown
M. Avison
F.J. McKenzie
A. Vitale
J.E. Davies
E.D. Olliff
A.V. Hughes
S.L. Parkin (Chair)
C. Padley
R.J. Foljambe

Independent Examiner
Cobbin Floyd Ltd t/a Findlay Wetherfield Scott & Co
Chartered Accountants
137 Station Road
London E4 6AG

Bankers

CAF Bank
25 Kings Hill Avenue
Kings Hill, West Malling
Kent ME19 4JQ

Triodos Bank
Deanery Road
Bristol BS1 5AS

Barclays Bank plc.
Corporate Office
Leicester LE87 2BB

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 13 October 2021 and signed on its behalf by:

.....
S.L. Parkin (Chair) - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF OPTIMUM POPULATION TRUST KNOWN AS POPULATION MATTERS

Independent examiner's report to the trustees of Optimum Population Trust Known as Population Matters ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30th June 2021.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Simon Cobbin FCA
Institute of Chartered Accountants in England and Wales
Cobbin Floyd Ltd t/a Findlay Wetherfield Scott & Co
Chartered Accountants
137 Station Road
London E4 6AG

Date: 15 Oct 2021

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30TH JUNE 2021

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME FROM					
Donations and legacies	2	789,955	46,140	836,095	508,460
Other trading activities	3	117	-	117	576
Investment income	4	3,752	-	3,752	6,580
Total		793,824	46,140	839,964	515,616
EXPENDITURE ON					
Raising funds	5	89,226	-	89,226	53,412
Charitable activities	6				
Campaigning		329,113	11,640	340,753	299,677
Raising awareness		301,725	14,914	316,639	284,117
Research		69,483	29,503	98,986	35,843
Total		789,547	56,057	845,604	673,049
NET INCOME/(EXPENDITURE)		4,277	(9,917)	(5,640)	(157,433)
RECONCILIATION OF FUNDS					
Total funds brought forward		758,930	40,958	799,888	957,321
TOTAL FUNDS CARRIED FORWARD		763,207	31,041	794,248	799,888

CONTINUING OPERATIONS
All income and expenditure has arisen from continuing activities.

The notes form part of these financial statements

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

BALANCE SHEET
30TH JUNE 2021

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
FIXED ASSETS					
Intangible assets	12	12	-	12	6,124
Tangible assets	13	2,872	-	2,872	3,648
		2,884	-	2,884	9,772
CURRENT ASSETS					
Debtors	14	183,019	2,349	185,368	116,758
Investments	15	100,000	-	100,000	100,000
Cash at bank		683,718	28,692	712,410	725,868
		966,737	31,041	997,778	942,626
CREDITORS					
Amounts falling due within one year	16	(206,414)	-	(206,414)	(152,510)
NET CURRENT ASSETS		760,323	31,041	791,364	790,116
TOTAL ASSETS LESS CURRENT LIABILITIES		760,323	31,041	794,248	799,888
NET ASSETS		763,207	31,041	794,248	799,888
FUNDS	17				
Unrestricted funds				763,207	758,930
Restricted funds				31,041	40,958
TOTAL FUNDS				794,248	799,888

The notes form part of these financial statements

continued...

BALANCE SHEET - continued
30TH JUNE 2021

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th June 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th June 2021 in accordance with Section 476 of the Companies Act 2006.

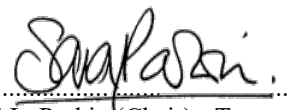
The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies' regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 13 October 2021 and were signed on its behalf by:



S.L. Parkin (Chair) - Trustee

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2021

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Financial reporting standard 102 - reduced disclosure exemptions
The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Allocation and apportionment of costs
Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute directly to more than one activity are apportioned between those activities. Support costs which are not attributable to a single activity are apportioned between the activities being supported. Further detail on the basis of allocation of support costs can be found in note 7.

Domain names
Domain names are being amortised over their estimated useful life of 4 years.

Trademarks
Trademarks are being amortised over their registered period of 10 years.

Website costs
Website development costs are being amortised over their estimated useful life of 2 years.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment	-	20% on cost

Taxation
The charity is exempt from corporation tax on its charitable activities.

continued...

1. ACCOUNTING POLICIES - continued

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. DONATIONS AND LEGACIES

	2021	2020
	£	£
Donations	544,476	377,711
Gift aid tax	67,466	47,855
Grants	73,480	23,725
Legacies	150,673	59,169
	836,095	508,460

3. OTHER TRADING ACTIVITIES

	2021	2020
	£	£
Sales	117	576

4. INVESTMENT INCOME

	2021	2020
	£	£
Investment fund distributions	2,068	3,005
Deposit account interest	1,684	3,575
	3,752	6,580

continued...

5. RAISING FUNDS

	2021	2020
	£	£
Direct	38,192	13,716
Events	2,865	483
Advertising, promotion and website	12,085	8,385
Support costs	36,084	30,828
	89,226	53,412

6. CHARITABLE ACTIVITIES COSTS

Activity or programme	Activities undertaken directly	Support costs	Total
	£	£	£
Campaigning	259,230	81,523	340,753
Raising awareness	212,088	104,551	316,639
Research	75,304	23,682	98,986
Total	546,622	209,756	756,378

7. SUPPORT COSTS

Support cost	Raising funds	Advocacy	Education	Research	Total	Basis of allocation
	£	£	£	£	£	
Governance	0	23,761	19,439	6,902	50,102	1
Membership & finance	25,236	0	37,853	0	63,089	2
Website & IT	3,607	19,207	15,714	5,580	44,108	1
Other personnel related costs	5,499	29,282	23,957	8,506	67,244	1
Office costs	471	2,506	2,051	728	5,756	1
Other	1,271	6,767	5,537	1,966	15,541	1
Total	36,084	81,523	104,551	23,682	245,840	

1. These costs, which are not directly attributable to a single activity, have been allocated to the various activities based on the relative levels of total directly attributable costs.
2. These costs, which are not directly attributable to a single activity, are allocated to the various activities in proportion to the amount of time spent by the finance & membership manager in each area, based on available timesheet information.

continued...

8. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2021	2020
	£	£
Depreciation - owned assets	1,721	1,487
Trademarks amortisation	32	32
Website costs amortisation	6,080	18,235

9. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30th June 2021 nor for the year ended 30th June 2020. No Board member has a pecuniary interest in the activities of the organisation nor were any remunerated other than for modest expenses. No Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Trustees' expenses

	2021	2020
	£	£
Trustees' expenses	289	1,179

10. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	246,459	166,746
Social security costs	21,159	15,035
Other pension costs	14,545	9,350
	282,163	191,131

	2021	2020
The average monthly number of employees during the year was as follows:	7	5

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021	2020
£60,001 - £70,000	-	1
£70,001 - £80,000	1	-
	1	1

The charity carries out its operations by engaging a mix of full time and part time staff, self-employed contractors, interns and volunteers.

continued...

11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	490,775	17,685	508,460
Other trading activities	576	-	576
Investment income	6,580	-	6,580
Total	497,931	17,685	515,616
EXPENDITURE ON			
Raising funds	53,412	-	53,412
Charitable activities			
Campaigning	286,865	12,812	299,677
Raising awareness	269,348	14,769	284,117
Other	35,843	-	35,843
Total	645,468	27,581	673,049
NET INCOME/(EXPENDITURE)	(147,537)	(9,896)	(157,433)
RECONCILIATION OF FUNDS			
Total funds brought forward	906,467	50,854	957,321
TOTAL FUNDS CARRIED FORWARD	758,930	40,958	799,888

12. INTANGIBLE FIXED ASSETS

	Domain names £	Trademarks £	Website costs £	Totals £
Cost				
At 1st July 2020 and 30th June 2021	4,000	875	36,472	41,347
Amortisation				
At 1st July 2020	3,999	832	30,392	35,223
Charge for year	-	32	6,080	6,112
At 30th June 2021	3,999	864	36,472	41,335
Net book value				
At 30th June 2021	1	11	-	12
At 30th June 2020	1	43	6,080	6,124

continued...

13. TANGIBLE FIXED ASSETS

	Office equipment £
Cost	
At 1st July 2020	9,164
Additions	945
At 30th June 2021	10,109
Depreciation	
At 1st July 2020	5,516
Charge for year	1,721
At 30th June 2021	7,237
Net book value	
At 30th June 2021	2,872
At 30th June 2020	3,648

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Gift aid debtors	95,336	48,093
Legacies accrued	87,567	60,000
Prepayments	2,465	8,665
	185,368	116,758

15. CURRENT ASSET INVESTMENTS

	2021 £	2020 £
Listed investments	100,000	100,000

The market valuation of the investments at the balance sheet date was £183,100 (previous year - £150,771).

continued...

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Owed to suppliers	116,041	55,528
Deferred income from grants	83,221	88,775
Accrued expenses	7,152	8,207
	206,414	152,510

17. MOVEMENT IN FUNDS

	At 1.7.20	Net movement in funds	At 30.6.21
	£	£	£
Unrestricted funds			
General fund	758,930	4,277	763,107
Restricted funds			
Empower to Plan	19,672	1,588	21,260
Advertising Appeal Fund	1,847	(1,847)	-
Campaign Video	9,395	(9,395)	-
Sustainable Population Policy	-	-	-
World Population Day	875	(263)	612
Going Global	9,169	-	9,169
	40,958	(9,917)	31,041
TOTAL FUNDS	799,888	(5,640)	794,248

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	793,824	(789,547)	4,277
Restricted funds			
Empower to Plan	16,502	(14,914)	1,588
Advertising Appeal Fund	-	(1,847)	(1,847)
Campaign Video	-	(9,395)	(9,395)
Sustainable Population Policy	135	(135)	-
World Population Day	-	(263)	(263)
Going Global	-	-	-
Population Futures	29,503	(29,503)	-
	46,140	(56,057)	(9,917)
TOTAL FUNDS	839,964	(845,604)	(5,640)

continued...

17. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.7.19 £	Net movement in funds £	At 30.6.20 £
Unrestricted funds			
General fund	906,467	(147,537)	758,930
Restricted funds			
Empower to Plan	25,925	(6,253)	19,672
Advertising Appeal Fund	1,847	-	1,847
Campaign Video	9,395	-	9,395
World Population Day	13,687	(12,812)	875
Going Global	-	9,169	9,169
	50,854	(9,896)	40,958
TOTAL FUNDS	957,321	(157,433)	799,888

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	497,931	(645,468)	(147,537)
Restricted funds			
Empower to Plan	8,516	(14,769)	(6,253)
World Population Day	-	(12,812)	(12,812)
Going Global	9,169	-	9,169
	17,685	(27,581)	(9,896)
TOTAL FUNDS	515,616	(673,049)	(157,433)

continued...

17. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.19 £	Net movement in funds £	At 30.6.21 £
Unrestricted funds			
General fund	906,467	(143,260)	763,207
Restricted funds			
Empower to Plan	25,925	(4,665)	21,260
Advertising Appeal Fund	1,847	(1,847)	-
Campaign Video	9,395	(9,395)	-
Sustainable Population Policy	-	-	-
World Population Day	13,687	(13,075)	612
Going Global	-	9,169	9,169
	50,854	(19,813)	31,041
TOTAL FUNDS	957,321	(163,073)	794,248

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,291,755	(1,435,015)	(143,260)
Restricted funds			
Empower to Plan	25,018	(29,683)	(4,665)
Advertising Appeal Fund	-	(1,847)	(1,847)
Campaign Video	-	(9,395)	(9,395)
Sustainable Population Policy	135	(135)	-
World Population Day	-	(13,075)	(13,075)
Going Global	9,169	-	9,169
Population Futures	29,503	(29,503)	-
	63,825	(83,638)	(19,813)
TOTAL FUNDS	1,355,580	(1,518,653)	(163,073)

18. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30th June 2021.

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30TH JUNE 2021

	2021 £	2020 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	544,476	377,711
Gift aid tax	67,466	47,855
Grants	73,480	23,725
Legacies	150,673	59,169
Sales	117	576
Investment fund distributions	2,068	3,005
Deposit account interest	1,684	3,575
Total incoming resources	**839,964**	**515,616**
Advertising and PR	43,169	22,152
Campaign costs	109,009	78,313
Events	14,324	3,306
Promotional materials	2,829	7,957
Publications	54,895	13,889
Website & IT	91,029	71,496
AGM & Board meetings	1,424	1,630
Trustee expenses	289	1,179
Professional fees	11,386	36,020
Other governance	20,978	10,772
Staff	320,135	230,490
Interns & contractors	132,234	131,822
Travel & meetings	4,751	25,882
Fundraising	12,239	10,747
Grants	14,914	12,918
Office costs	5,756	8,128
Other	6,243	6,348
Total resources expended	**845,604**	**673,049**
Net (expenditure)/income	**(5,640)**	**(157,433)**

REGISTERED COMPANY NUMBER: 03019081 (England and Wales)
REGISTERED CHARITY NUMBER: 1114109

REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH JUNE 2021 FOR

OPTIMUM POPULATION TRUST KNOWN AS POPULATION MATTERS

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2021

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Statement of Financial Activities	4
Balance Sheet	5 to 6
Notes to the Financial Statements	7 to 15
Detailed Statement of Financial Activities	16

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30TH JUNE 2021

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30th June 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Aims and objectives

We campaign, inform, undertake research and do all we can to encourage an open, fair-minded and constructive debate about population. We aim to create a wave of public awareness and corresponding policy action on overpopulation and unsustainable consumption.

We promote positive, practical, ethical solutions – encouraging smaller families, inspiring people to consume sustainably, with the aim of enabling everyone to enjoy a decent quality of life whilst respecting and sustaining the natural ecosystems upon which all life on earth depends.

We empower choice. In a world of finite resources our reproductive and consumption choices are critical for achieving that vision of humanity in harmony with nature, prospering on a healthy planet. We believe everyone should have the freedom and ability to choose a smaller family.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Structure, governance and management

The Optimum Population Trust is a company limited by guarantee and a registered charity. The charity is controlled by its Articles of Association and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Our Articles of Association were amended by Special Resolution on 28 November 2020, after an extensive consultation exercise with our guarantor membership. As a result, the charity has now moved to a 'Foundation Model' structure in which Trustees are also company law (guarantor) members, and the charity has no other company law members. This represents a change from the previous, relatively unusual, structure in which around 150 of the charity's 3,000 paying supporters were the guarantor members.

The amended Articles also provide for Trustees to be appointed for a fixed term of three years, renewable once before at least a one-year break, with a provision that allows a trustee to serve longer, subject to an annual review, if other Trustees consider exceptional circumstances justify it. This is a change from previously, when Trustees were elected annually from and by the existing pool of some 150 guarantor members. The recruitment of new trustees is managed by a Nominations Committee, using the widest possible networks and a rigorous appointment process, to ensure that we are finding Trustees with the knowledge, experience and networks the charity needs to maximise its future impact.

New Board members are provided with an induction to their role through the provision of a range of internal information and guidance relating to the charity, as well as direction to sources of best practice.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
03019081 (England and Wales)

Registered Charity number
1114109

Registered office
137 Station Road
London
E4 6AG

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30TH JUNE 2021

Trustees
P.A. Hayes
H.R. Cripps
S.G. Bown
M. Avison
F.J. McKenzie
A. Vitale
J.E. Davies
E.D. Olliff
A.V. Hughes
S.L. Parkin (Chair)
C. Padley
R.J. Foljambe

Independent Examiner
Cobbin Floyd Ltd t/a Findlay Wetherfield Scott & Co
Chartered Accountants
137 Station Road
London E4 6AG

Bankers

CAF Bank
25 Kings Hill Avenue
Kings Hill, West Malling
Kent ME19 4JQ

Triodos Bank
Deanery Road
Bristol BS1 5AS

Barclays Bank plc.
Corporate Office
Leicester LE87 2BB

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 13 October 2021 and signed on its behalf by:

.....
S.L. Parkin (Chair) - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF OPTIMUM POPULATION TRUST KNOWN AS POPULATION MATTERS

Independent examiner's report to the trustees of Optimum Population Trust Known as Population Matters ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30th June 2021.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Simon Cobbin FCA
Institute of Chartered Accountants in England and Wales
Cobbin Floyd Ltd t/a Findlay Wetherfield Scott & Co
Chartered Accountants
137 Station Road
London E4 6AG

Date: 15 Oct 2021

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30TH JUNE 2021

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME FROM					
Donations and legacies	2	789,955	46,140	836,095	508,460
Other trading activities	3	117	-	117	576
Investment income	4	3,752	-	3,752	6,580
Total		793,824	46,140	839,964	515,616
EXPENDITURE ON					
Raising funds	5	89,226	-	89,226	53,412
Charitable activities	6				
Campaigning		329,113	11,640	340,753	299,677
Raising awareness		301,725	14,914	316,639	284,117
Research		69,483	29,503	98,986	35,843
Total		789,547	56,057	845,604	673,049
NET INCOME/(EXPENDITURE)		4,277	(9,917)	(5,640)	(157,433)
RECONCILIATION OF FUNDS					
Total funds brought forward		758,930	40,958	799,888	957,321
TOTAL FUNDS CARRIED FORWARD		763,207	31,041	794,248	799,888

CONTINUING OPERATIONS
All income and expenditure has arisen from continuing activities.

The notes form part of these financial statements

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

BALANCE SHEET
30TH JUNE 2021

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
FIXED ASSETS					
Intangible assets	12	12	-	12	6,124
Tangible assets	13	2,872	-	2,872	3,648
		2,884	-	2,884	9,772
CURRENT ASSETS					
Debtors	14	183,019	2,349	185,368	116,758
Investments	15	100,000	-	100,000	100,000
Cash at bank		683,718	28,692	712,410	725,868
		966,737	31,041	997,778	942,626
CREDITORS					
Amounts falling due within one year	16	(206,414)	-	(206,414)	(152,510)
NET CURRENT ASSETS		760,323	31,041	791,364	790,116
TOTAL ASSETS LESS CURRENT LIABILITIES		760,323	31,041	794,248	799,888
NET ASSETS		763,207	31,041	794,248	799,888
FUNDS	17				
Unrestricted funds				763,207	758,930
Restricted funds				31,041	40,958
TOTAL FUNDS				794,248	799,888

The notes form part of these financial statements

continued...

BALANCE SHEET - continued
30TH JUNE 2021

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th June 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th June 2021 in accordance with Section 476 of the Companies Act 2006.

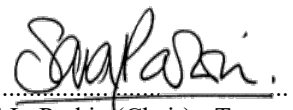
The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies' regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 13 October 2021 and were signed on its behalf by:



S.L. Parkin (Chair) - Trustee

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30TH JUNE 2021

1. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Financial reporting standard 102 - reduced disclosure exemptions
The charitable company has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Allocation and apportionment of costs
Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute directly to more than one activity are apportioned between those activities. Support costs which are not attributable to a single activity are apportioned between the activities being supported. Further detail on the basis of allocation of support costs can be found in note 7.

Domain names
Domain names are being amortised over their estimated useful life of 4 years.

Trademarks
Trademarks are being amortised over their registered period of 10 years.

Website costs
Website development costs are being amortised over their estimated useful life of 2 years.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment	-	20% on cost

Taxation
The charity is exempt from corporation tax on its charitable activities.

continued...

1. ACCOUNTING POLICIES - continued

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. DONATIONS AND LEGACIES

	2021	2020
	£	£
Donations	544,476	377,711
Gift aid tax	67,466	47,855
Grants	73,480	23,725
Legacies	150,673	59,169
	836,095	508,460

3. OTHER TRADING ACTIVITIES

	2021	2020
	£	£
Sales	117	576

4. INVESTMENT INCOME

	2021	2020
	£	£
Investment fund distributions	2,068	3,005
Deposit account interest	1,684	3,575
	3,752	6,580

continued...

5. RAISING FUNDS

	2021	2020
	£	£
Direct	38,192	13,716
Events	2,865	483
Advertising, promotion and website	12,085	8,385
Support costs	36,084	30,828
	89,226	53,412

6. CHARITABLE ACTIVITIES COSTS

Activity or programme	Activities undertaken directly	Support costs	Total
	£	£	£
Campaigning	259,230	81,523	340,753
Raising awareness	212,088	104,551	316,639
Research	75,304	23,682	98,986
Total	546,622	209,756	756,378

7. SUPPORT COSTS

Support cost	Raising funds	Advocacy	Education	Research	Total	Basis of allocation
	£	£	£	£	£	
Governance	0	23,761	19,439	6,902	50,102	1
Membership & finance	25,236	0	37,853	0	63,089	2
Website & IT	3,607	19,207	15,714	5,580	44,108	1
Other personnel related costs	5,499	29,282	23,957	8,506	67,244	1
Office costs	471	2,506	2,051	728	5,756	1
Other	1,271	6,767	5,537	1,966	15,541	1
Total	36,084	81,523	104,551	23,682	245,840	

1. These costs, which are not directly attributable to a single activity, have been allocated to the various activities based on the relative levels of total directly attributable costs.
2. These costs, which are not directly attributable to a single activity, are allocated to the various activities in proportion to the amount of time spent by the finance & membership manager in each area, based on available timesheet information.

continued...

8. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2021	2020
	£	£
Depreciation - owned assets	1,721	1,487
Trademarks amortisation	32	32
Website costs amortisation	6,080	18,235

9. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30th June 2021 nor for the year ended 30th June 2020. No Board member has a pecuniary interest in the activities of the organisation nor were any remunerated other than for modest expenses. No Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

Trustees' expenses

	2021	2020
	£	£
Trustees' expenses	289	1,179

10. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	246,459	166,746
Social security costs	21,159	15,035
Other pension costs	14,545	9,350
	282,163	191,131

	2021	2020
The average monthly number of employees during the year was as follows:	7	5

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021	2020
£60,001 - £70,000	-	1
£70,001 - £80,000	1	-
	1	1

The charity carries out its operations by engaging a mix of full time and part time staff, self-employed contractors, interns and volunteers.

continued...

11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	490,775	17,685	508,460
Other trading activities	576	-	576
Investment income	6,580	-	6,580
Total	497,931	17,685	515,616
EXPENDITURE ON			
Raising funds	53,412	-	53,412
Charitable activities			
Campaigning	286,865	12,812	299,677
Raising awareness	269,348	14,769	284,117
Other	35,843	-	35,843
Total	645,468	27,581	673,049
NET INCOME/(EXPENDITURE)	(147,537)	(9,896)	(157,433)
RECONCILIATION OF FUNDS			
Total funds brought forward	906,467	50,854	957,321
TOTAL FUNDS CARRIED FORWARD	758,930	40,958	799,888

12. INTANGIBLE FIXED ASSETS

	Domain names £	Trademarks £	Website costs £	Totals £
Cost				
At 1st July 2020 and 30th June 2021	4,000	875	36,472	41,347
Amortisation				
At 1st July 2020	3,999	832	30,392	35,223
Charge for year	-	32	6,080	6,112
At 30th June 2021	3,999	864	36,472	41,335
Net book value				
At 30th June 2021	1	11	-	12
At 30th June 2020	1	43	6,080	6,124

continued...

13. TANGIBLE FIXED ASSETS

	Office equipment £
Cost	
At 1st July 2020	9,164
Additions	945
At 30th June 2021	10,109
Depreciation	
At 1st July 2020	5,516
Charge for year	1,721
At 30th June 2021	7,237
Net book value	
At 30th June 2021	2,872
At 30th June 2020	3,648

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Gift aid debtors	95,336	48,093
Legacies accrued	87,567	60,000
Prepayments	2,465	8,665
	185,368	116,758

15. CURRENT ASSET INVESTMENTS

	2021 £	2020 £
Listed investments	100,000	100,000

The market valuation of the investments at the balance sheet date was £183,100 (previous year - £150,771).

continued...

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Owed to suppliers	116,041	55,528
Deferred income from grants	83,221	88,775
Accrued expenses	7,152	8,207
	206,414	152,510

17. MOVEMENT IN FUNDS

	At 1.7.20	Net movement in funds	At 30.6.21
	£	£	£
Unrestricted funds			
General fund	758,930	4,277	763,107
Restricted funds			
Empower to Plan	19,672	1,588	21,260
Advertising Appeal Fund	1,847	(1,847)	-
Campaign Video	9,395	(9,395)	-
Sustainable Population Policy	-	-	-
World Population Day	875	(263)	612
Going Global	9,169	-	9,169
	40,958	(9,917)	31,041
TOTAL FUNDS	799,888	(5,640)	794,248

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	793,824	(789,547)	4,277
Restricted funds			
Empower to Plan	16,502	(14,914)	1,588
Advertising Appeal Fund	-	(1,847)	(1,847)
Campaign Video	-	(9,395)	(9,395)
Sustainable Population Policy	135	(135)	-
World Population Day	-	(263)	(263)
Going Global	-	-	-
Population Futures	29,503	(29,503)	-
	46,140	(56,057)	(9,917)
TOTAL FUNDS	839,964	(845,604)	(5,640)

continued...

17. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.7.19 £	Net movement in funds £	At 30.6.20 £
Unrestricted funds			
General fund	906,467	(147,537)	758,930
Restricted funds			
Empower to Plan	25,925	(6,253)	19,672
Advertising Appeal Fund	1,847	-	1,847
Campaign Video	9,395	-	9,395
World Population Day	13,687	(12,812)	875
Going Global	-	9,169	9,169
	50,854	(9,896)	40,958
TOTAL FUNDS	957,321	(157,433)	799,888

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	497,931	(645,468)	(147,537)
Restricted funds			
Empower to Plan	8,516	(14,769)	(6,253)
World Population Day	-	(12,812)	(12,812)
Going Global	9,169	-	9,169
	17,685	(27,581)	(9,896)
TOTAL FUNDS	515,616	(673,049)	(157,433)

continued...

17. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.7.19 £	Net movement in funds £	At 30.6.21 £
Unrestricted funds			
General fund	906,467	(143,260)	763,207
Restricted funds			
Empower to Plan	25,925	(4,665)	21,260
Advertising Appeal Fund	1,847	(1,847)	-
Campaign Video	9,395	(9,395)	-
Sustainable Population Policy	-	-	-
World Population Day	13,687	(13,075)	612
Going Global	-	9,169	9,169
	50,854	(19,813)	31,041
TOTAL FUNDS	957,321	(163,073)	794,248

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	1,291,755	(1,435,015)	(143,260)
Restricted funds			
Empower to Plan	25,018	(29,683)	(4,665)
Advertising Appeal Fund	-	(1,847)	(1,847)
Campaign Video	-	(9,395)	(9,395)
Sustainable Population Policy	135	(135)	-
World Population Day	-	(13,075)	(13,075)
Going Global	9,169	-	9,169
Population Futures	29,503	(29,503)	-
	63,825	(83,638)	(19,813)
TOTAL FUNDS	1,355,580	(1,518,653)	(163,073)

18. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 30th June 2021.

OPTIMUM POPULATION TRUST
KNOWN AS POPULATION MATTERS

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30TH JUNE 2021

	2021 £	2020 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	544,476	377,711
Gift aid tax	67,466	47,855
Grants	73,480	23,725
Legacies	150,673	59,169
Sales	117	576
Investment fund distributions	2,068	3,005
Deposit account interest	1,684	3,575
Total incoming resources	**839,964**	**515,616**
Advertising and PR	43,169	22,152
Campaign costs	109,009	78,313
Events	14,324	3,306
Promotional materials	2,829	7,957
Publications	54,895	13,889
Website & IT	91,029	71,496
AGM & Board meetings	1,424	1,630
Trustee expenses	289	1,179
Professional fees	11,386	36,020
Other governance	20,978	10,772
Staff	320,135	230,490
Interns & contractors	132,234	131,822
Travel & meetings	4,751	25,882
Fundraising	12,239	10,747
Grants	14,914	12,918
Office costs	5,756	8,128
Other	6,243	6,348
Total resources expended	**845,604**	**673,049**
Net (expenditure)/income	**(5,640)**	**(157,433)**