



**POPULATION MATTERS**  
**ANNUAL REPORT**  
JULY 2020 - JUNE 2021



**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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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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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.

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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.

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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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# 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

**#MakeltPossible** has been our hashtag and slogan marking Population Matters' 30<sup>th</sup> 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<sub>2</sub> emissions of someone in Nigeria. Global net human-caused emissions of CO<sub>2</sub> 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.

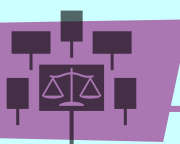


Celebrate small families, only children, and those who choose to adopt or be childfree. Engage in discussions about why these are positive choices.

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.



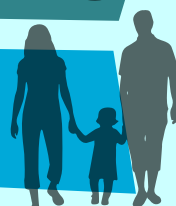
Personal CO<sub>2</sub> emissions are slashed, helping other climate solutions be more effective. There are far fewer cars, cities have adapted to be more pedestrian and bike friendly, with more green spaces and rooftops hosting solar panels, plants and vegetable gardens.



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?

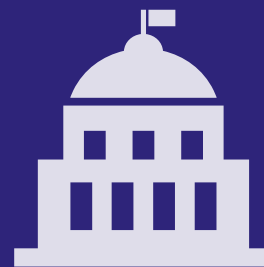
Population projections published in *The Lancet* are lower than UN figures and prompt inaccurate media headlines about a “baby bust”.



JANUARY 2021

## ENDING THE GLOBAL GAG

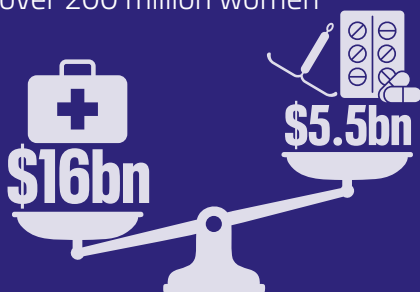
Joe Biden becomes US president and reverses the Trump Administration’s obstruction of family planning and reproductive rights, including ending the infamous ‘Global Gag rule’.



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...**

**"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

**"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

**"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.

### **GROUNDING 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



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.

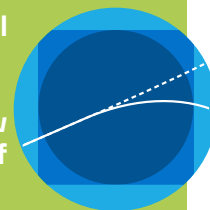
Costa Rica’s family planning movement **actively promoted smaller families**. Through mass communication and house visits – particularly important in rural areas – nurses, social workers, and priests explained to couples that **having fewer children would enable them to save more money and enjoy more 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<sub>2</sub> emissions than from all onshore and offshore wind power combined.



4. Having a global impact

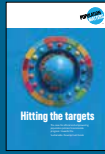
Population is a global issue, with different challenges and solutions appropriate for different parts of the world, for individual countries, their cultures and societies. That’s why PM works with partner organisations, grassroots community groups, and individuals across the world through our Empower 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

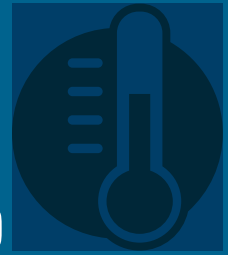
## YOUNG PEOPLE BACK SMALLER FAMILIES FOR THE ENVIRONMENT



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



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.

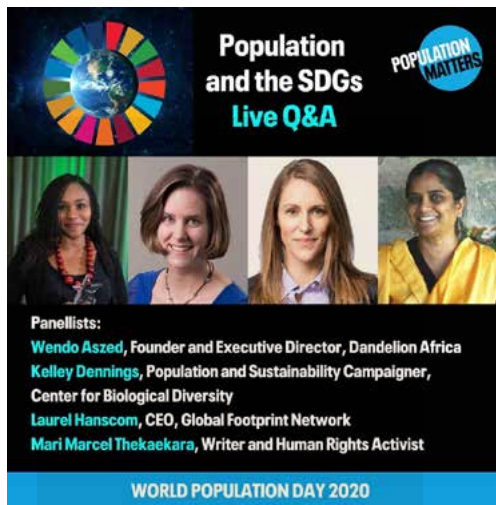
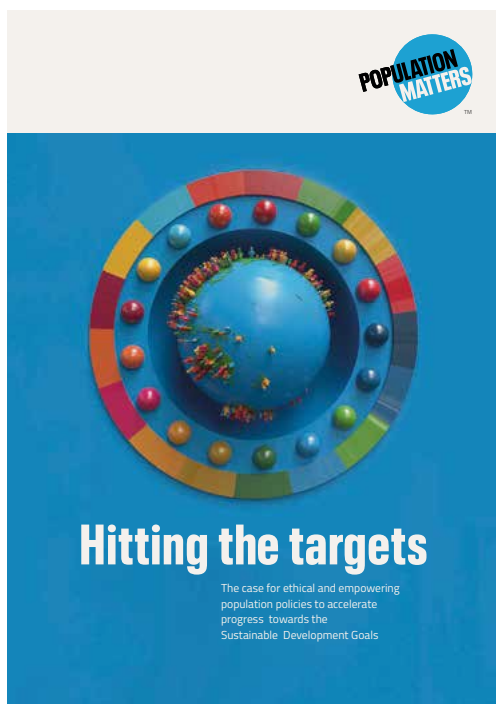
JUNE 2021

## 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.

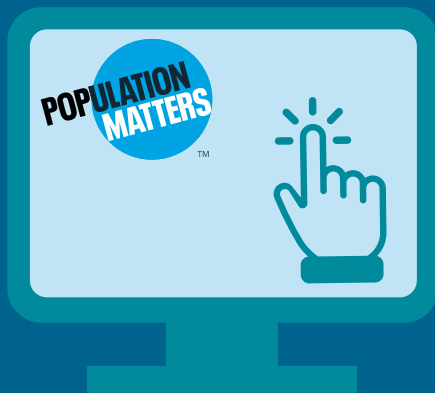
#### THE CAMPAIGNING YEAR

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



## OUR SUPPORTERS TOOK NEARLY **4,000** CAMPAIGN ACTIONS VIA OUR WEBSITE

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



**POPULATION MATTERS Choice Manifesto**

I am one of millions who believe that:

- all relationships should be healthy and consensual
- everyone should be free to receive modern sexual and reproductive healthcare
- everybody must be free to choose if and when to have children
- the choices we make about having children matter for the future of all of us
- there is more than one kind of family, and people can define theirs however they wish

Join our #GlobalSmallFamily

GLOBAL SMALL FAMILY

**POPULATION MATTERS**

"Having one child means that there is time for us as a couple as well as our children.

We are able to give our child more in terms of time than we would be able to if we had more children and the bond between the three of us often draws comment.

We are able to afford to buy more sustainable foods and fuels."

-Gregory, UK

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.







**"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

**"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

**LET'S EMPOWER WOMEN...**



**"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

“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.

#### 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.



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.



# EMPOWER TO PLAN

## 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.



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.

**£4,023**  
raised from  
members and  
supporters

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.



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.

**£5,700**  
raised from  
members and  
supporters

### 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.

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.



**86%**  
of supporters and  
members said they  
were 'very satisfied'  
or 'somewhat satisfied'  
with our work

PM Annual Survey  
2020



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



**36%**

increase in  
Instagram followers



**32%**

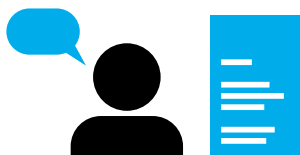
increase in YouTube  
subscribers

**6,000+**

views



of our webinars



**43**

new  
catalyst  
members

each giving  
at least

**£600**

annually to support  
our campaigns



**779**

new  
members



**£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.



**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.



**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.



**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.



**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.



**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.



**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.



**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 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 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.



**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 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.



**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 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.



**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.

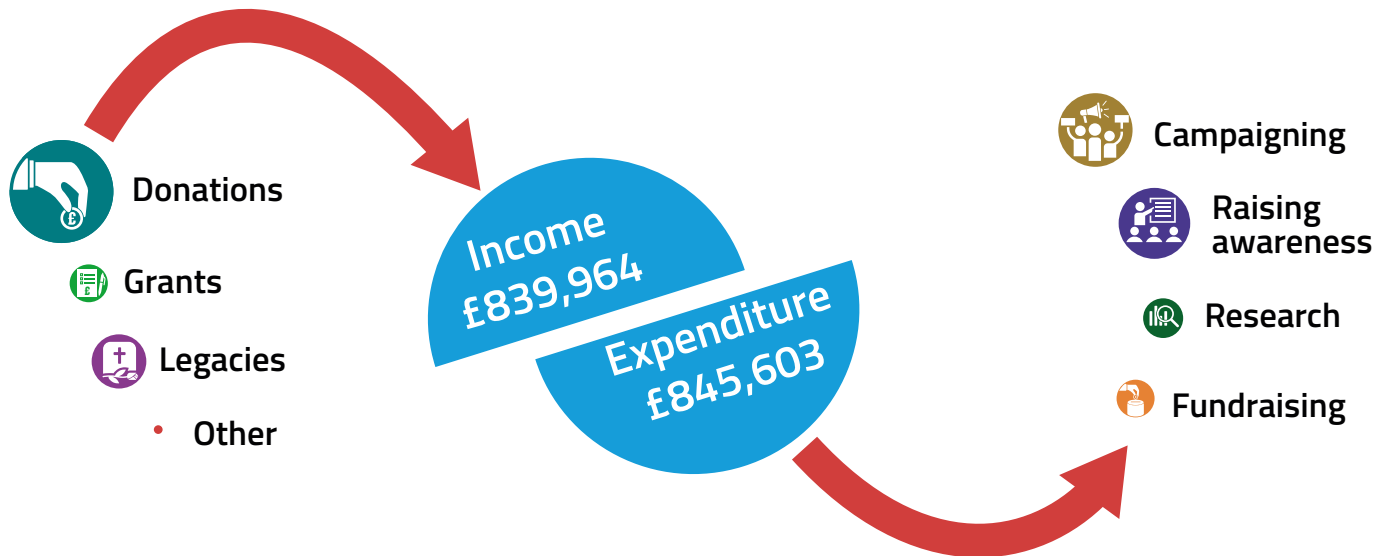


**Prof Peter Wadhams**

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 (£)
<b>INCOME FROM</b>				
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
<b>TOTAL</b>	<b>793,824</b>	<b>46,140</b>	<b>839,964</b>	<b>515,616</b>
<b>EXPENDITURE ON</b>				
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
<b>TOTAL</b>	<b>789,547</b>	<b>56,057</b>	<b>845,604</b>	<b>673,049</b>
<b>NET INCOME/ (EXPENDITURE)</b>	<b>4,277</b>	<b>(9,917)</b>	<b>(5,640)</b>	<b>(157,433)</b>
<b>RECONCILIATION OF FUNDS</b>				
Total funds brought forward	758,930	40,958	799,888	957,321
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>763,207</b>	<b>31,041</b>	<b>794,248</b>	<b>799,888</b>

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 misrepresentation 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<sub>2</sub> 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 (£)
<b>FIXED ASSETS</b>				
Intangible assets	12	-	12	6,124
Tangible assets	2,872	-	2,872	3,648
	<b>2,884</b>	<b>-</b>	<b>2,884</b>	<b>9,772</b>
<b>CURRENT ASSETS</b>				
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
	<b>966,737</b>	<b>31,041</b>	<b>997,778</b>	<b>942,626</b>
<b>CREDITORS</b>				
Amounts falling due within one year	(206,414)	-	(206,414)	(152,510)
<b>NET CURRENT ASSETS</b>	<b>760,323</b>	<b>31,041</b>	<b>791,364</b>	<b>790,116</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>760,323</b>	<b>31,041</b>	<b>794,248</b>	<b>799,888</b>
<b>NET ASSETS</b>	<b>763,207</b>	<b>31,041</b>	<b>794,248</b>	<b>799,888</b>
<b>FUNDS</b>				
Unrestricted funds	-	-	763,207	758,930
Restricted funds	-	-	31,041	40,958
<b>TOTAL FUNDS</b>			<b>794,248</b>	<b>799,888</b>

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

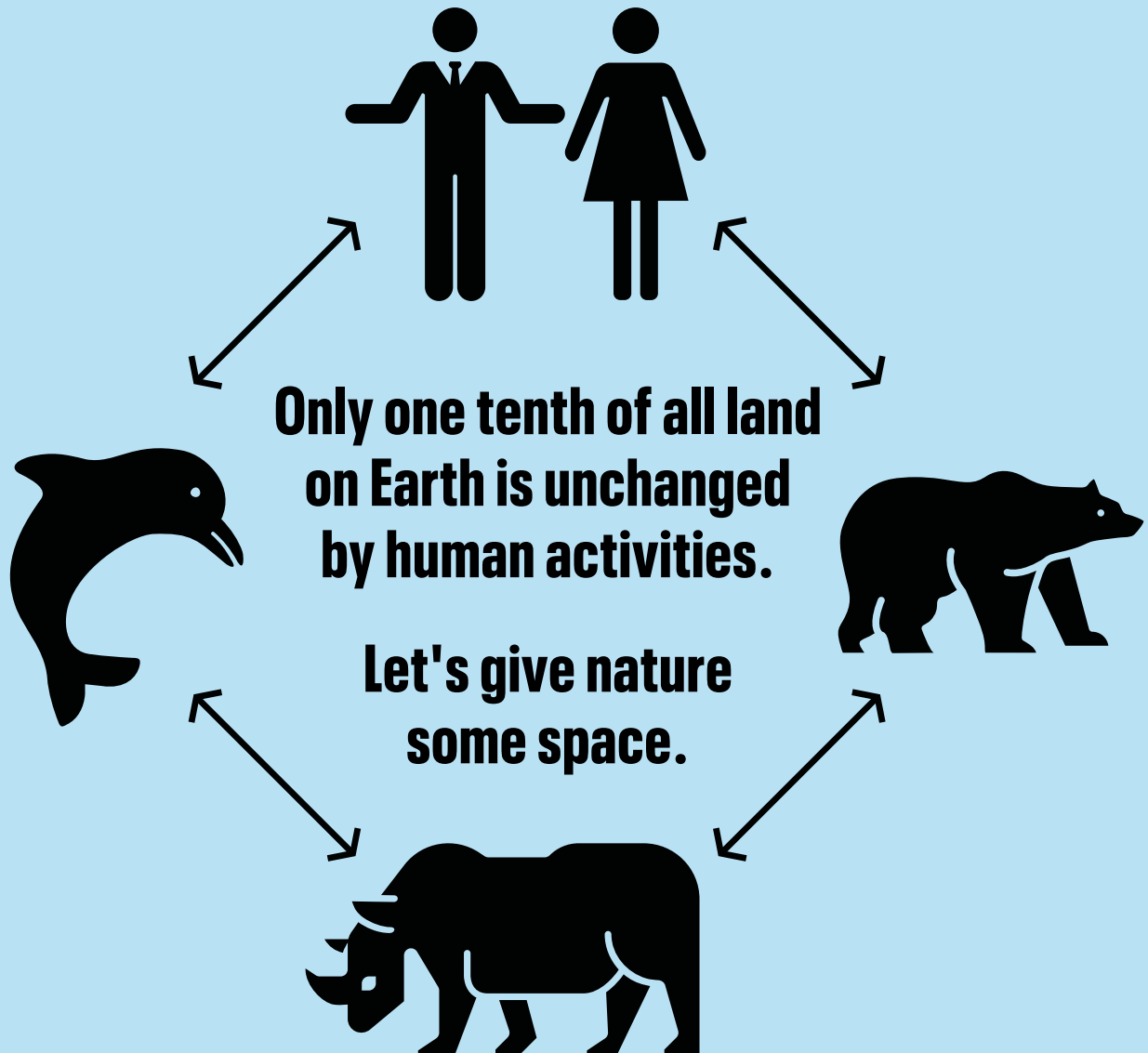
Simon Cobbin FCA – Cobbin Floyd Ltd t/a Findlay Wetherfield  
Scott & Co, 137 Station Road, London E4 6AG

### 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



**DISCOVER MORE AT** [POPULATIONMATTERS.ORG](https://www.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.





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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**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**

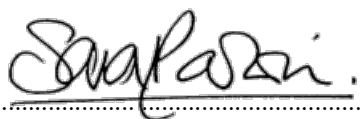
CAF Bank  
25 Kings Hill Avenue  
Kings Hill, West Malling  
Kent ME19 4JQ

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: 13 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 £
<b>INCOME FROM</b>					
Donations and legacies	2	789,955	46,140	836,095	508,460
Other trading activities	3	117	-	117	576
Investment income	4	<u>3,752</u>	<u>-</u>	<u>3,752</u>	<u>6,580</u>
<b>Total</b>		793,824	46,140	839,964	515,616
 <b>EXPENDITURE ON</b>					
Raising funds	5	89,226	-	89,226	53,412
<b>Charitable activities</b>	6				
Campaigning		329,113	11,640	340,753	299,677
Raising awareness		301,725	14,914	316,639	284,117
Research		<u>69,483</u>	<u>29,503</u>	<u>98,986</u>	<u>35,843</u>
<b>Total</b>		789,547	56,057	845,604	673,049
 <b>NET INCOME/(EXPENDITURE)</b>		4,277	(9,917)	(5,640)	(157,433)
 <b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		758,930	40,958	799,888	957,321
 <b>TOTAL FUNDS CARRIED FORWARD</b>		<u>763,207</u>	<u>31,041</u>	<u>794,248</u>	<u>799,888</u>

**CONTINUING OPERATIONS**

All income and expenditure has arisen from continuing activities.

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**BALANCE SHEET**  
**30TH JUNE 2021**

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
<b>FIXED ASSETS</b>					
Intangible assets	12	12	-	12	6,124
Tangible assets	13	<u>2,872</u>	<u>-</u>	<u>2,872</u>	<u>3,648</u>
		2,884	-	2,884	9,772
<b>CURRENT ASSETS</b>					
Debtors	14	183,019	2,349	185,368	116,758
Investments	15	100,000	-	100,000	100,000
Cash at bank		<u>683,718</u>	<u>28,692</u>	<u>712,410</u>	<u>725,868</u>
		966,737	31,041	997,778	942,626
<b>CREDITORS</b>					
Amounts falling due within one year	16	<u>(206,414)</u>	<u>-</u>	<u>(206,414)</u>	<u>(152,510)</u>
<b>NET CURRENT ASSETS</b>		<u>760,323</u>	<u>31,041</u>	<u>791,364</u>	<u>790,116</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>760,323</u>	<u>31,041</u>	<u>794,248</u>	<u>799,888</u>
<b>NET ASSETS</b>		<u>763,207</u>	<u>31,041</u>	<u>794,248</u>	<u>799,888</u>
<b>FUNDS</b>	17				
Unrestricted funds				763,207	758,930
Restricted funds				<u>31,041</u>	<u>40,958</u>
<b>TOTAL FUNDS</b>				<u>794,248</u>	<u>799,888</u>

The notes form part of these financial statements

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**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



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**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.

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**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	<u>150,673</u>	<u>59,169</u>
	<u>836,095</u>	<u>508,460</u>

**3. OTHER TRADING ACTIVITIES**

	2021	2020
	£	£
Sales	<u>117</u>	<u>576</u>

**4. INVESTMENT INCOME**

	2021	2020
	£	£
Investment fund distributions	2,068	3,005
Deposit account interest	<u>1,684</u>	<u>3,575</u>
	<u>3,752</u>	<u>6,580</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**5. RAISING FUNDS**

	2021 £	2020 £
Direct	38,192	13,716
Events	2,865	483
Advertising, promotion and website	12,085	8,385
Support costs	<u>36,084</u>	<u>30,828</u>
	<u>89,226</u>	<u>53,412</u>

**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	<u>75,304</u>	<u>23,682</u>	<u>98,986</u>
Total	<u>546,622</u>	<u>209,756</u>	<u>756,378</u>

**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	<u>1,271</u>	<u>6,767</u>	<u>5,537</u>	<u>1,966</u>	<u>15,541</u>	1
Total	<u>36,084</u>	<u>81,523</u>	<u>104,551</u>	<u>23,682</u>	<u>245,840</u>	

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.

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**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	<u>6,080</u>	<u>18,235</u>

**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	<u>289</u>	<u>1,179</u>

**10. STAFF COSTS**

	2021	2020
	£	£
Wages and salaries	246,459	166,746
Social security costs	21,159	15,035
Other pension costs	<u>14,545</u>	<u>9,350</u>
	<u>282,163</u>	<u>191,131</u>

	2021	2020
	<u>7</u>	<u>5</u>
The average monthly number of employees during the year was as follows:		

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	<u>1</u>	<u>-</u>
	<u>1</u>	<u>1</u>

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

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	490,775	17,685	508,460
Other trading activities	576	-	576
Investment income	<u>6,580</u>	<u>-</u>	<u>6,580</u>
<b>Total</b>	497,931	17,685	515,616
 <b>EXPENDITURE ON</b>			
Raising funds	53,412	-	53,412
<b>Charitable activities</b>			
Campaigning	286,865	12,812	299,677
Raising awareness	269,348	14,769	284,117
Other	<u>35,843</u>	<u>-</u>	<u>35,843</u>
<b>Total</b>	<u>645,468</u>	<u>27,581</u>	<u>673,049</u>
 <b>NET INCOME/(EXPENDITURE)</b>	(147,537)	(9,896)	(157,433)
 <b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>	<u>906,467</u>	<u>50,854</u>	<u>957,321</u>
 <b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>758,930</u></u>	<u><u>40,958</u></u>	<u><u>799,888</u></u>

**12. INTANGIBLE FIXED ASSETS**

	Domain names £	Trademarks £	Website costs £	Totals £
<b>Cost</b>				
At 1st July 2020 and 30th June 2021	<u>4,000</u>	<u>875</u>	<u>36,472</u>	<u>41,347</u>
 <b>Amortisation</b>				
At 1st July 2020	3,999	832	30,392	35,223
Charge for year	<u>-</u>	<u>32</u>	<u>6,080</u>	<u>6,112</u>
At 30th June 2021	<u>3,999</u>	<u>864</u>	<u>36,472</u>	<u>41,335</u>
 <b>Net book value</b>				
At 30th June 2021	<u><u>1</u></u>	<u><u>11</u></u>	<u><u>-</u></u>	<u><u>12</u></u>
At 30th June 2020	<u><u>1</u></u>	<u><u>43</u></u>	<u><u>6,080</u></u>	<u><u>6,124</u></u>



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**13. TANGIBLE FIXED ASSETS**

	Office equipment £
<b>Cost</b>	
At 1st July 2020	9,164
Additions	<u>945</u>
At 30th June 2021	<u>10,109</u>
<b>Depreciation</b>	
At 1st July 2020	5,516
Charge for year	<u>1,721</u>
At 30th June 2021	<u>7,237</u>
<b>Net book value</b>	
At 30th June 2021	<u>2,872</u>
At 30th June 2020	<u>3,648</u>

**14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2021	2020
	£	£
Gift aid debtors	95,336	48,093
Legacies accrued	87,567	60,000
Prepayments	<u>2,465</u>	<u>8,665</u>
	<u>185,368</u>	<u>116,758</u>

**15. CURRENT ASSET INVESTMENTS**

	2021	2020
	£	£
Listed investments	<u>100,000</u>	<u>100,000</u>

The market valuation of the investments at the balance sheet date was £183,100 (previous year - £150,771).

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**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	<u>7,152</u>	<u>8,207</u>
	<u>206,414</u>	<u>152,510</u>

**17. MOVEMENT IN FUNDS**

	At 1.7.20 £	Net movement in funds £	At 30.6.21 £
<b>Unrestricted funds</b>			
General fund	758,930	4,277	763,107
<b>Restricted funds</b>			
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	<u>9,169</u>	<u>-</u>	<u>9,169</u>
	<u>40,958</u>	<u>(9,917)</u>	<u>31,041</u>
<b>TOTAL FUNDS</b>	<u>799,888</u>	<u>(5,640)</u>	<u>794,248</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	793,824	(789,547)	4,277
<b>Restricted funds</b>			
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	<u>29,503</u>	<u>(29,503)</u>	<u>-</u>
	<u>46,140</u>	<u>(56,057)</u>	<u>(9,917)</u>
<b>TOTAL FUNDS</b>	<u>839,964</u>	<u>(845,604)</u>	<u>(5,640)</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**17. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	At 1.7.19 £	Net movement in funds £	At 30.6.20 £
<b>Unrestricted funds</b>			
General fund	906,467	(147,537)	758,930
<b>Restricted funds</b>			
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
	<u>50,854</u>	<u>(9,896)</u>	<u>40,958</u>
<b>TOTAL FUNDS</b>	<u>957,321</u>	<u>(157,433)</u>	<u>799,888</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	497,931	(645,468)	(147,537)
<b>Restricted funds</b>			
Empower to Plan	8,516	(14,769)	(6,253)
World Population Day	-	(12,812)	(12,812)
Going Global	9,169	-	9,169
	<u>17,685</u>	<u>(27,581)</u>	<u>(9,896)</u>
<b>TOTAL FUNDS</b>	<u>515,616</u>	<u>(673,049)</u>	<u>(157,433)</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**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 £
<b>Unrestricted funds</b>			
General fund	906,467	(143,260)	763,207
<b>Restricted funds</b>			
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
	<u>50,854</u>	<u>(19,813)</u>	<u>31,041</u>
<b>TOTAL FUNDS</b>	<u>957,321</u>	<u>(163,073)</u>	<u>794,248</u>

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 £
<b>Unrestricted funds</b>			
General fund	1,291,755	(1,435,015)	(143,260)
<b>Restricted funds</b>			
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)	-
	<u>63,825</u>	<u>(83,638)</u>	<u>(19,813)</u>
<b>TOTAL FUNDS</b>	<u>1,355,580</u>	<u>(1,518,653)</u>	<u>(163,073)</u>

**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 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
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
<b>Total incoming resources</b>	<b>839,964</b>	<b>515,616</b>
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
<b>Total resources expended</b>	<b>845,604</b>	<b>673,049</b>
<b>Net (expenditure)/income</b>	<b><u>(5,640)</u></b>	<b><u>(157,433)</u></b>



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**

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**FOR THE YEAR ENDED 30TH JUNE 2021**

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**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**

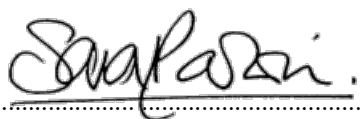
CAF Bank  
25 Kings Hill Avenue  
Kings Hill, West Malling  
Kent ME19 4JQ

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: 13 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 £
<b>INCOME FROM</b>					
Donations and legacies	2	789,955	46,140	836,095	508,460
Other trading activities	3	117	-	117	576
Investment income	4	<u>3,752</u>	<u>-</u>	<u>3,752</u>	<u>6,580</u>
<b>Total</b>		793,824	46,140	839,964	515,616
 <b>EXPENDITURE ON</b>					
Raising funds	5	89,226	-	89,226	53,412
<b>Charitable activities</b>	6				
Campaigning		329,113	11,640	340,753	299,677
Raising awareness		301,725	14,914	316,639	284,117
Research		<u>69,483</u>	<u>29,503</u>	<u>98,986</u>	<u>35,843</u>
<b>Total</b>		<u>789,547</u>	<u>56,057</u>	<u>845,604</u>	<u>673,049</u>
 <b>NET INCOME/(EXPENDITURE)</b>		4,277	(9,917)	(5,640)	(157,433)
 <b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		758,930	40,958	799,888	957,321
 <b>TOTAL FUNDS CARRIED FORWARD</b>		<u>763,207</u>	<u>31,041</u>	<u>794,248</u>	<u>799,888</u>

**CONTINUING OPERATIONS**

All income and expenditure has arisen from continuing activities.

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**BALANCE SHEET**  
**30TH JUNE 2021**

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
<b>FIXED ASSETS</b>					
Intangible assets	12	12	-	12	6,124
Tangible assets	13	<u>2,872</u>	<u>-</u>	<u>2,872</u>	<u>3,648</u>
		2,884	-	2,884	9,772
<b>CURRENT ASSETS</b>					
Debtors	14	183,019	2,349	185,368	116,758
Investments	15	100,000	-	100,000	100,000
Cash at bank		<u>683,718</u>	<u>28,692</u>	<u>712,410</u>	<u>725,868</u>
		966,737	31,041	997,778	942,626
<b>CREDITORS</b>					
Amounts falling due within one year	16	<u>(206,414)</u>	<u>-</u>	<u>(206,414)</u>	<u>(152,510)</u>
<b>NET CURRENT ASSETS</b>		<u>760,323</u>	<u>31,041</u>	<u>791,364</u>	<u>790,116</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>760,323</u>	<u>31,041</u>	<u>794,248</u>	<u>799,888</u>
<b>NET ASSETS</b>		<u>763,207</u>	<u>31,041</u>	<u>794,248</u>	<u>799,888</u>
<b>FUNDS</b>	17				
Unrestricted funds				763,207	758,930
Restricted funds				<u>31,041</u>	<u>40,958</u>
<b>TOTAL FUNDS</b>				<u>794,248</u>	<u>799,888</u>

The notes form part of these financial statements

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**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.

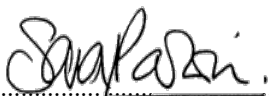
The members have not required the company to obtain an audit of its financial statements for the year ended 30th June 2021 in accordance with Section 476 of the Companies Act 2006.

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

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**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.

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**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	<u>150,673</u>	<u>59,169</u>
	<u>836,095</u>	<u>508,460</u>

**3. OTHER TRADING ACTIVITIES**

	2021	2020
	£	£
Sales	<u>117</u>	<u>576</u>

**4. INVESTMENT INCOME**

	2021	2020
	£	£
Investment fund distributions	2,068	3,005
Deposit account interest	<u>1,684</u>	<u>3,575</u>
	<u>3,752</u>	<u>6,580</u>



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**5. RAISING FUNDS**

	2021 £	2020 £
Direct	38,192	13,716
Events	2,865	483
Advertising, promotion and website	12,085	8,385
Support costs	<u>36,084</u>	<u>30,828</u>
	<u>89,226</u>	<u>53,412</u>

**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	<u>75,304</u>	<u>23,682</u>	<u>98,986</u>
Total	<u>546,622</u>	<u>209,756</u>	<u>756,378</u>

**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	<u>1,271</u>	<u>6,767</u>	<u>5,537</u>	<u>1,966</u>	<u>15,541</u>	1
Total	<u>36,084</u>	<u>81,523</u>	<u>104,551</u>	<u>23,682</u>	<u>245,840</u>	

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.

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**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	<u>6,080</u>	<u>18,235</u>

**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	<u>289</u>	<u>1,179</u>

**10. STAFF COSTS**

	2021	2020
	£	£
Wages and salaries	246,459	166,746
Social security costs	21,159	15,035
Other pension costs	<u>14,545</u>	<u>9,350</u>
	<u>282,163</u>	<u>191,131</u>

	2021	2020
	<u>7</u>	<u>5</u>
The average monthly number of employees during the year was as follows:		

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	<u>1</u>	<u>-</u>
	<u>1</u>	<u>1</u>

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

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	490,775	17,685	508,460
Other trading activities	576	-	576
Investment income	<u>6,580</u>	<u>-</u>	<u>6,580</u>
<b>Total</b>	497,931	17,685	515,616
 <b>EXPENDITURE ON</b>			
Raising funds	53,412	-	53,412
<b>Charitable activities</b>			
Campaigning	286,865	12,812	299,677
Raising awareness	269,348	14,769	284,117
Other	<u>35,843</u>	<u>-</u>	<u>35,843</u>
<b>Total</b>	<u>645,468</u>	<u>27,581</u>	<u>673,049</u>
 <b>NET INCOME/(EXPENDITURE)</b>	(147,537)	(9,896)	(157,433)
 <b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>	906,467	50,854	957,321
 <b>TOTAL FUNDS CARRIED FORWARD</b>	<u>758,930</u>	<u>40,958</u>	<u>799,888</u>

**12. INTANGIBLE FIXED ASSETS**

	Domain names £	Trademarks £	Website costs £	Totals £
<b>Cost</b>				
At 1st July 2020 and 30th June 2021	<u>4,000</u>	<u>875</u>	<u>36,472</u>	<u>41,347</u>
 <b>Amortisation</b>				
At 1st July 2020	3,999	832	30,392	35,223
Charge for year	<u>-</u>	<u>32</u>	<u>6,080</u>	<u>6,112</u>
At 30th June 2021	<u>3,999</u>	<u>864</u>	<u>36,472</u>	<u>41,335</u>
 <b>Net book value</b>				
At 30th June 2021	<u>1</u>	<u>11</u>	<u>-</u>	<u>12</u>
At 30th June 2020	<u>1</u>	<u>43</u>	<u>6,080</u>	<u>6,124</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**13. TANGIBLE FIXED ASSETS**

	Office equipment £
<b>Cost</b>	
At 1st July 2020	9,164
Additions	<u>945</u>
At 30th June 2021	<u>10,109</u>
<b>Depreciation</b>	
At 1st July 2020	5,516
Charge for year	<u>1,721</u>
At 30th June 2021	<u>7,237</u>
<b>Net book value</b>	
At 30th June 2021	<u>2,872</u>
At 30th June 2020	<u>3,648</u>

**14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2021	2020
	£	£
Gift aid debtors	95,336	48,093
Legacies accrued	87,567	60,000
Prepayments	<u>2,465</u>	<u>8,665</u>
	<u>185,368</u>	<u>116,758</u>

**15. CURRENT ASSET INVESTMENTS**

	2021	2020
	£	£
Listed investments	<u>100,000</u>	<u>100,000</u>

The market valuation of the investments at the balance sheet date was £183,100 (previous year - £150,771).

**OPTIMUM POPULATION TRUST**  
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**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**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	<u>7,152</u>	<u>8,207</u>
	<u>206,414</u>	<u>152,510</u>

**17. MOVEMENT IN FUNDS**

	At 1.7.20 £	Net movement in funds £	At 30.6.21 £
<b>Unrestricted funds</b>			
General fund	758,930	4,277	763,107
<b>Restricted funds</b>			
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	<u>9,169</u>	<u>-</u>	<u>9,169</u>
	<u>40,958</u>	<u>(9,917)</u>	<u>31,041</u>
<b>TOTAL FUNDS</b>	<u>799,888</u>	<u>(5,640)</u>	<u>794,248</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	793,824	(789,547)	4,277
<b>Restricted funds</b>			
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	<u>29,503</u>	<u>(29,503)</u>	<u>-</u>
	<u>46,140</u>	<u>(56,057)</u>	<u>(9,917)</u>
<b>TOTAL FUNDS</b>	<u>839,964</u>	<u>(845,604)</u>	<u>(5,640)</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**17. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	At 1.7.19 £	Net movement in funds £	At 30.6.20 £
<b>Unrestricted funds</b>			
General fund	906,467	(147,537)	758,930
<b>Restricted funds</b>			
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
	<u>50,854</u>	<u>(9,896)</u>	<u>40,958</u>
<b>TOTAL FUNDS</b>	<u>957,321</u>	<u>(157,433)</u>	<u>799,888</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	497,931	(645,468)	(147,537)
<b>Restricted funds</b>			
Empower to Plan	8,516	(14,769)	(6,253)
World Population Day	-	(12,812)	(12,812)
Going Global	9,169	-	9,169
	<u>17,685</u>	<u>(27,581)</u>	<u>(9,896)</u>
<b>TOTAL FUNDS</b>	<u>515,616</u>	<u>(673,049)</u>	<u>(157,433)</u>



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 30TH JUNE 2021**

**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 £
<b>Unrestricted funds</b>			
General fund	906,467	(143,260)	763,207
<b>Restricted funds</b>			
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
	<u>50,854</u>	<u>(19,813)</u>	<u>31,041</u>
<b>TOTAL FUNDS</b>	<u>957,321</u>	<u>(163,073)</u>	<u>794,248</u>

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 £
<b>Unrestricted funds</b>			
General fund	1,291,755	(1,435,015)	(143,260)
<b>Restricted funds</b>			
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)	-
	<u>63,825</u>	<u>(83,638)</u>	<u>(19,813)</u>
<b>TOTAL FUNDS</b>	<u>1,355,580</u>	<u>(1,518,653)</u>	<u>(163,073)</u>

**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 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
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
<b>Total incoming resources</b>	<b>839,964</b>	<b>515,616</b>
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
<b>Total resources expended</b>	<b>845,604</b>	<b>673,049</b>
<b>Net (expenditure)/income</b>	<b><u>(5,640)</u></b>	<b><u>(157,433)</u></b>