








Every choice counts

HOW DO YOU TALK ABOUT POPULATION?



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



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

OUR PATRONS 20

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

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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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statement by the chair

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



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

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

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

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

Most importantly, there is clearer understanding of what is going wrong – that the more people there are, the more natural resources they consume, the more pollution there is. More are questioning the logic of an economy which judges itself on successfully growing the first two factors but ignores the third. Are we really condemned to live with an inevitable growth in pollution – from micro-plastics in our breast milk to damaged climate regulating systems? Seeking answers to such questions is at the heart of Population Matters’ ethos. While we acknowledge the

difficulties around putting the least considered issue of human population size at the centre of our campaigning mission, the last year has felt like a bit of a watershed.

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

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

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

Sara Parkin OBE
Chair, Population Matters

HOW DO YOU TALK ABOUT POPULATION?

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

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



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

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



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

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



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

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



why population matters

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

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

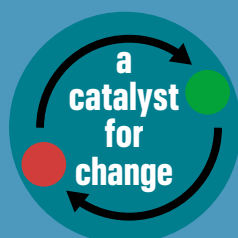
Importantly, **Population Matters is dedicated to opening up that conversation across the world**. Catalysed by Population Matters, but led by people in countries including Guatemala, India, Kenya, Poland and Colombia, **the population conversation is growing and gathering momentum**. This is **enabling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

frontline of climate change and ecosystem stress, exacerbated by population growth.

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

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

Population Matters is



director's report

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



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

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

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

RAISING THE ISSUE THAT MANY AVOID

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

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

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

TALKING OPENLY AND HONESTLY

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

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



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

PERSONAL EXPERIENCES AND EXPERTISE

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

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

Robin Maynard
Executive Director,
Population Matters



WHY WE NEED TO OPEN UP THE POPULATION CONVERSATION



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



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



"The problems, all tied to human consumption and population growth, will almost certainly worsen over coming decades. The damage will be felt for centuries and threatens the survival of all species, including our own."

Quote from a 2021 paper authored by 17 leading scientists, which reviewed more than 150 major studies on the state of our planetⁱⁱ.



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



ⁱ www.livingplanetindex.org/

ⁱⁱ www.frontiersin.org/articles/10.3389/fcosc.2020.615419/full

ⁱⁱⁱ drawdown.org/sectors/health-and-education

HOW DO YOU TALK ABOUT POPULATION?

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

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



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

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



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

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



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

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



our vision and mission

OUR VISION

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

A healthier future

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



A fairer future

in which a greater proportion of people enjoy greater wellbeing.



A safer future

in which our overall human population stabilises and ultimately reduces.



OUR MISSION

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

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

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

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



OUR CHARITABLE OBJECTIVES FOR PUBLIC BENEFIT ARE:

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



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

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

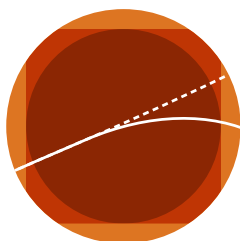
In setting these objectives we have had due regard to the charity commissioners' guidance in section 17 of the Charities Act 2011.

^{iv} www.whp-journals.co.uk/JPS/index

our strategy

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

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



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



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

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

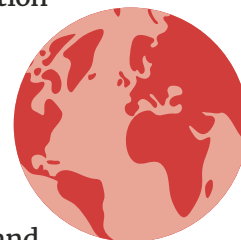


Tackling overconsumption and challenging the unsustainable economic growth paradigm.

Population Matters is promoting new economic models that measure wellbeing, not just crude GDP.



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



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

In 1970, Thailand's annual population growth rate was 3% with a total fertility rate (TFR) of more than six children on average per woman. The following year, the country established its first voluntary family population programme, introducing a holistic and creative suite of policies. Mass media communication was also deployed, with over half of Thais getting family planning information via radio or TV. The promotion of contraceptives in a fun way – via activist and politician Mechai Viravaidya – known as Mr Condom – achieved tremendous

success towards overturning taboos and misconceptions. Today, the growth rate is near zero and just 4% of women have an unmet need for modern contraception, with 90% of need met through modern methods.

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

Population Matters was a sponsor of the 2022 International Conference on

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



Photo by a-pril-28CtBUEcORE on Unsplash

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

our plans for the future

We will mainstream the Population Conversation

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

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

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

We will publish ground-breaking research

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

We will push to make smaller families the 'norm'

We will sustain our efforts to end the current unmet need of more than 270 million women worldwide for safe, modern family planning by 2040, and campaign for universal access to contraceptive choice. We will debunk, using good evidence, the dangerous narrative that there is a 'baby bust', challenging the flawed arguments of those who foster needless panic about



demographic change, and attempt to boost the birth rate by limiting women's reproductive rights. We will also run a behaviour change campaign, directed at people in the Global North, to promote acceptance that choosing smaller families is 'better for you, for your children, for our shared world'.

We will challenge unsustainable consumption

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



We will continue to 'own' World Population Day

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

HOW DO YOU TALK ABOUT POPULATION?

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

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



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

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



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

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



our impact

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

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

Population Matters is building a global network of individuals and organisations who understand the key issues and are committed to identifying and implementing practical solutions. This network of change makers recognises that human population is a key factor in addressing climate change, biodiversity loss, and improving people's quality of life.

This is our story of how we're working today to open up the population conversation – for a better future tomorrow, for people and planet.

Population Matters investigates unreported issues and uncovers worrying global developments restricting sexual and reproductive rights >>

One of the obstacles to ending and reversing population growth is the drive to increase birth rate. In this reporting year, Population Matters produced a range of initiatives to challenge this pronatalist agenda.



Concerned by a number of disturbing news stories emerging from countries across the world, we undertook dedicated research to assess and expose the under-reported threats to sexual and reproductive rights motivated by concerns about population decline. The initial outcome was our report, *Welcome to Gilead*, published in December 2021.



The report examined how in countries from Iran and China to Poland and the USA, concerns about low birth rate are being mobilised to justify restrictions on contraception and abortion, and people choosing smaller families are stigmatised. While some people in the wider community defending and upholding reproductive rights remain preoccupied with historical examples of 'population control' (such as China's one child policy), our report was designed to refocus attention on a critically neglected and current threat to women's rights. Through coverage in feminist and mainstream press, we increased the visibility of these concerning developments and provided the foundation for our ongoing Gilead Watch campaign, monitoring developments as they arise.

For example, we knew in early December 2021 that the overturning of *Roe v Wade* in the USA was likely, and just a year after Poland's near-total ban on abortion, the US Supreme Court did indeed enable states to legislate the same. Whilst disheartening, such significant international events do help catalyse our global reach, in this case bringing a critical voice from Poland, Antonina Lewandowska (ASTRA, the Central and Eastern European Network for Sexual and Reproductive Health and Rights, and Ponton Group) to the population conversation by profiling her foreword to *Welcome to Gilead*.

Beyond the exceptional coverage received for our **Change Champions** awards, **Population Matters** was featured in **more than 50 other national and international media stories** over the year, including in the **Mail**, **Telegraph** and **Guardian**, and a high-profile opinion piece on **CNN** about the **Pope's comments** in January 2022 which criticised people who choose to be child-free.



our impact

Population Matters uses evidence-based findings to challenge damaging false narratives >>

One impetus for pronatalism is the pervasive narrative that a low birth rate and ageing population spells economic disaster for nations with low fertility rates. Population Matters undertook two substantial pieces of work to correct this false narrative. In November 2021, we published a 36-page report, *Silver Linings, Not Silver Burdens*, detailing the evidence that a lower birth rate is needed and that practical, available policy options – not least, harnessing the economic potential of older people – can be implemented to address demographic change. The report was widely distributed to economists, think tanks and policymakers and secured coverage in UK national media.



Population Matters provides a forum for speakers from across the world to share their incisive presentations on the importance of addressing population >>

In tandem with the *Silver Linings* report we hosted our most ambitious conference yet, *Boom or Bust: population, economics and wellbeing*. The all-day, virtual and in-person event featured speakers from across the world, including former chair of the UK Financial Services Authority, Lord Adair Turner, the director of the African Institute for Policy and Development, Dr Eliya Zulu, Prof Sarah Harper of the Oxford Institute of Population Ageing and Dr Leticia Appiah of the National Population Council



of Ghana. An audience of 400 people live and online heard a comprehensive and authoritative range of presentations detailing the importance of addressing population and countering the conventional wisdom on ageing. Well-received by its audience, the entire event and individual sessions are also available on our YouTube channel, where we continue to promote them.

Population Matters brings together diverse stakeholders to address the wide-ranging impacts of rapid population growth >>

In an exciting new initiative, we co-hosted a 'Population Conversation' symposium in Kenya with local public health

consultancy WellSense, bringing together diverse stakeholders to discuss the wide-ranging impacts of rapid population growth and identify the actions needed to mainstream the critical 'Population Conversation'. The event affirmed again our experience that people directly affected by population growth understand its implications and we believe the event may serve as a model for future activity.



We continued to use webinars to bring together voices from across the world to engage and inform supporters and the wider public alike. In December, we brought together women's health and rights advocate Dr Yasmeen Qazi from Pakistan, Sara Inés Lara from Women for Conservation in Colombia, Hannah Evans of Population Connection in the USA, and Dr Rebecca Foljambe, of You Before Two, a UK-based programme focusing on vulnerable young women to discuss shared challenges and solutions.

Population Matters has developed a unique interactive tool to explore the relationship between population and the environment >>

Recognising the vital importance for campaigning organisations of maximising opportunities and responding to developments in the digital world, our remit to educate the public on population issues saw a significant new initiative in April: the launch of our Population Explorer interactive online tool. Acknowledging the appetite of online audiences to engage with content rather than passively receive it, the tool presents critical information on the relationship between population and the environment through interactive quizzes and maps, animated graphics and a self-selected user journey. The Explorer has been well received by supporters and new online visitors and further action to promote it will be undertaken in the forthcoming year.





9,245

campaign actions taken by our supporters via our website – **up by more than 50%** on last year



up 10% from the previous year



24%

increase in Instagram followers



11.5%

increase in Twitter followers

300,000

people were reached by a targeted social media and high-profile digital billboard campaign featuring the slogans 'More is Less' and 'Keep a Safe Distance'



600 STORIES



featured across the **national and international media** featuring **Population Matters** in response to our Change Champions awards



£105,714

raised for our **30th anniversary appeal**

#MAKEITPOSSIBLE

£27,933

crowdfunded by members and supporters to support seven life changing **Empower to Plan** projects

EMPOWER TO PLAN

our impact

Population Matters reaches out to important audiences at international events >>

In autumn 2021, we focused on our strategic goal of having the population factor widely accepted as a key contributor to the environmental crisis by bringing our message to two significant international events: the congress of the International Union for the Conservation of Nature (IUCN) in Marseilles and the COP26 climate change conference in Glasgow.

At our popular stall at the IUCN event, we found significant support among conservationists all too aware of the impact of population. The sheer scale of the COP26 event made it far more challenging to have our voice heard. However, our publicity stunt featuring our 7.5 metre Big Baby inflatable secured media coverage for our case.



Thanks to our input, the draft version of the new IUCN Europe Programme 2021 – 2024, now mentions human population growth: *“The current societal production and consumption patterns, especially in the Global North, including the EU, coupled with a growing human population, have exceeded our planetary boundaries and accelerated the biodiversity crisis.”*



Population Matters opens up the conversation to new audiences >>

In October 2021, more than 300,000 people were reached by a targeted social media advert complemented by high profile digital billboards in London, Birmingham and Manchester. Featuring the slogan ‘More is Less’, the powerful and eye-catching advertisements featured images of the beauty and the destruction of nature. Our ‘Keep a safe distance’ advertisement was also featured in *The Big Issue*, *Metro* and *Guardian*.

Population Matters enables our supporters to take action >>

We continued to engage with and lobby for population solutions in the process for developing a new global biodiversity protection strategy, the Post-2020 Framework of the Convention on Biodiversity, while also launching our new public biodiversity campaign, HumaNature. The campaign is designed to raise



awareness of our dependence on the natural world and promote specific activities to protect it. Its initial focus was the threat to insect species and numbers, and we asked our supporters not just to take online action, but to also introduce insect-friendly measures in their own gardens and local areas.

Population Matters recognises those whose work shines a light on the issues surrounding unsustainable human population >>

For 2021, our brand new Change Champions awards successfully highlighted individuals and organisations changing lives and minds across the world. Our nine recipients included Kohinur Khyum Tithila, a journalist who courageously wrote about her child-free choice in Bangladesh and Natsiraishe Maritsa, a teenage activist against child marriage in Zimbabwe. Our audacious choice to give an award to the Duke and Duchess of Sussex for announcing their intention to limit their family size for environmental reasons was picked up by the global media, leading to more than 600 stories featuring Population Matters, most of which also featured the less well-known recipients who would otherwise not have received airtime.

Further, we were delighted to launch our Choice Ambassadors scheme to better promote the voices of young people tackling key issues across the world and in their local communities. All champion environmental protection and gender equality, and importantly, speak plainly and passionately for their own generation as population advocates.



Population Matters builds practical international partnerships that change lives and communities >>

A vital first step is to enable hundreds of millions of girls and women worldwide to have access to quality education and to meet their need for safe, modern family planning – so they can choose when or if to have children and enjoy full bodily autonomy.

Empower to Plan is our pioneering initiative for boosting the work of grassroots organisations and community activists around the world, which deliver vital on-the-ground family planning and sexual and reproductive health and education services alongside practical environmental solutions. Our partners are based in diverse locations from Guatemala to India and Kenya, to Pakistan, Venezuela and the UK. Empower to Plan enables us to shine a light on real stories and amplify the voices of those who are most affected by population growth so that they too become a vital part of the global population conversation.

Guatemala has one of the highest fertility rates in Latin America, but grassroots groups like **Na'leb'ak** are making a tangible difference for adolescent Maya Q'eqchi girls in the municipality of Chisec, empowering them to make positive decisions about their lives and their communities. The team delivers weekly sessions focused on gender-based violence and sexual and reproductive health, alongside food security and nutrition. With support from Empower to Plan, Na'leb'ak has provided sex education workshops and vegetable garden training to 80 girls in three of the communities most affected by the 2020 hurricanes, using a holistic approach to indigenous women's health and wellbeing.

"It is important to maintain a community-led presence which seeks to empower and strengthen young people's skills so that they feel able to continue with their life plan."

Karla Rax, Na'leb'ak Programme Coordinator
£5,500 raised from PM members and supporters

Rajasthan Rising is one good news story to come out of the Covid-19 lockdown of 2020, during which 10 girls came together to campaign for access to education and an end to child marriage – in a country where 1.5 million girls under 18 get married each year. They



EMPOWER TO PLAN

are now a movement of 5,000 girls across their region of India. Via Empower to Plan, Population Matters supported new leadership training workshops for 17 adolescent girls. This led to 100 community meetings with over 500 people engaging in dialogues about the importance of girls' education.



"I belong to a Scheduled Caste community, which is considered the lower caste in India, and I was destined to clean other people's homes just like my mother. But I had dreams and plans for my future, and I wanted to be part of a collective which will allow other girls to achieve their dreams and not be forced into child marriage."

Priyanka Bairwa, Founding Member, Rajasthan Rising
£4,100 raised from PM members and supporters

In Afghanistan, the Taliban banned all girls from attending secondary school in March 2022, but the **Afghan Family Guidance Association** – one of Afghanistan's oldest NGOs – continues to play an essential role in the provision of sexual and reproductive health services. While many international donors were struggling to get funds into the country, we were pleased to support the salaries of three midwives and experts in family planning to provide counselling in AFGA's clinics in Kabul. This enabled Afghan women, men and their families to access essential medical services even during the ongoing political challenges and instability.



"Preventing unwanted pregnancies may not sound like a big deal for some, but certainly for people like me, family planning and spacing births give us life."

Latifa*, patient of AFGA's family planning healthcare services (*pseudonym)
£5,772 raised from PM members and supporters

our impact

Population Matters is gaining supporters from across the world who share our belief that achieving a sustainable human population to protect the natural world and improve people's lives is possible >>

We are delighted to count on the support of more than 24,000 people from 135 different countries who receive our monthly email updates, and the many thousands of others who follow our campaigns and join in the conversation via social media.

The continued support of our members around the world truly underpins our work. Without their dedication and generosity, it would not be possible to produce our campaigns and reports or collaborate with so many inspiring partner organisations and individuals.

85%
of supporters and members said they were 'very satisfied' or 'somewhat satisfied' with our work

PM Annual Survey 2021

Feedback from our surveys

Our second annual supporter and member survey, circulated in December 2021, received a significant amount of feedback from those who receive our monthly email update (802) and members who support our work financially (532); collectively voicing opinions from 56 different countries. The top themes of interest among our supporters are 'global population growth', 'nature and biodiversity' and 'climate change', each reflected in our campaign outputs, with 85% of supporters and members stating they were 'very satisfied' or 'somewhat satisfied' with our work.

Our 30th anniversary appeal exceeded its target for the calendar year 2021, raising an amazing £105,714 from 830 of our generous members and supporters. Without such dedication from one of our critical audiences, we could not deliver campaigns, write and promote our reports or attend and stage conferences. We also extended our reach and prominence among household charity names by taking part in The Big Give's Christmas Challenge matched-funding appeal, which also exceeded its target. A special thanks is due to those whose generosity made it possible.



"I love the work Population Matters does and I feel so proud to be a member. Of all the charities I support, I think Population Matters is the one I feel strongest about. Keep up the good work and keep spreading your crucial messages!"

Member (Annual Survey 2021)

"I am so glad that your organisation exists and is prepared to tackle one of the main issues that may result in the loss of our planet."

Member (Annual Survey 2021)

Catalyst members

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

Mrs Abigail Bagshaw, Mrs Katherine Balderson, Ms Janet Beal, Dr P Bermingham, Emma Blythman, Mr Scott Carlton, Mr Clive Catherall, Mr Edward Coleman, Mr L Dimery, The Dingwall Trust, Emeritus Prof John Guillebaud, Mr Roger Martin Jarrett, Mr Alan Johnson, Mr Christopher Lawson, Mr François Micheli, Mr Michele Nicastri, Mr Norman Pasley, Hugh Rattray, Jeff Richards, Mr Iain Richardson, Gunnar Rusten, Prof Caroline Series FRS, Mr Nigel Stevenson, Dr Hoon Seong Teo, John Tippler, and 28 others who wish to remain anonymous.



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

HOW DO YOU TALK ABOUT POPULATION?

Africa is the hotbed of massive population growth: Nigeria is on the frontline. Despite efforts to increase family planning in Nigeria, the number of women with unmet need is still high. Funding family planning will help slow the exponential growth rate and in turn help mitigate climate change.

Chidera Benoit, Executive Director of Population Explosion Awareness Initiative, Nigeria, and PM Change Champion



Currently, about 9% of Indian women have an unmet need for contraception, which means that approximately 22 million women want to stop or delay childbearing but do not have access to a method of contraception.

Poonam Muttreja, Executive Director of the Population Foundation of India, commenting in *Population Matters* magazine for World Population Day



Each year, between 4,000 to 5,000 Kenyan women die in childbirth - equivalent to 20 Boeing max 737s falling out of the sky, and yet where's the outrage and action?

Dr Job Makoyo, Director of Programmes and Operations for Marie Stopes International Kenya, speaking at the Population Conversation symposium in Kilifi, Kenya



Education and empowerment to enable women and girls to make choices about their bodies and how many children they have, and when, is at the heart of the real solution to all the complex issues that feed into climate change. With high populations everything is small, people are forced to build in swamps, people are forced to do illegal mining, people look at everything as a source of income and both humans and nature are exploited.

Nyombi Morris, Ugandan climate campaigner, CNN Environmentalist of Tomorrow and PM Change Ambassador



our patrons

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



Sir David Attenborough
OM CH CVO CBE FRS FZS FRA

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

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



Dame Jane Goodall PhD DBE

Founder of the Jane Goodall Institute and UN Messenger of Peace

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



Chris Packham

Naturalist, nature photographer, television presenter and author

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



Leilani Münter

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



Jonathon Porritt CBE

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



Prof Sir Partha Dasgupta
FRS FBA

Frank Ramsey Professor of Economics, University of Cambridge



Prof Paul Ehrlich ForMemRS

Bing Professor of Population Studies, Stanford University



Prof John Guillebaud

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



Gordon Buchanan MBE

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



Adrian Hayes

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



Malcolm Potts MB BChir PhD FRCOG

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



Sara Parkin OBE

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



Judy Ling Wong CBE

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



Susan Hampshire OBE

Actress and population campaigner

our expert advisory group

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



Dr Muhtari Aminu-Kano

Currently Director-General of the Nigerian

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



Wendo Aszed

Founder and Executive Director of Dandelion

Africa, a grassroots organisation in Kenya focused on women's health and economic empowerment, providing economic and skills training, and health information to young people. Dandelion Africa is partnered with PM through our innovative Empower to Plan programme.



Prof Ugo Bardi

Teaches physical chemistry at

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



Dr Patrick Curry

A tutor at the University of Wales Trinity St

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



Dr Edu Effiom

Assistant Director with the Nigerian Cross River Forestry

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



Dr Rebecca Foljambe

A GP with special interest in Family

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



Dr Jane O'Sullivan

Honorary Senior Fellow at School of

Agriculture and Food Sciences and Faculty of Science, University of Queensland. Executive Committee member of Sustainable Population Australia.



Alisha Graves

President of the California-based non-profit OASIS,

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



Laurel Hanscom

CEO of the Global Footprint Network, leading its overall

operations and strategy. Since joining GFN, Laurel has worn various hats, but she has a particular passion for its open data platform and sustainable development projects.



Graeme Maxton

Specialising in environmental and sustainable

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



Prof Fred Naggs

Scientific Associate at the Natural History

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



Prof William Rees

Population ecologist, ecological economist,

Professor Emeritus and former Director of the University of British Columbia's School of Community and Regional Planning.



William Ryerson

Founder and President of Population Media Center (PMC), an

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



Prof Jeroen Van Den Bergh

ICREA Professor at the Institute of

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



Prof Peter Wadhams

Professor of Ocean Physics and Head of

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

structure, governance and risk

ORGANISATIONAL STRUCTURE

Population Matters is a UK charity regulated by the Charity Commission (No 1114109) and a company limited by guarantee as defined by the Companies Act 2006 (No 3019081). It is governed by its Articles of Association. Until 2011, Population Matters was known as Optimum Population Trust, which remained its registered name during the reporting year.



BOARD ACTIVITIES AND COMPOSITION

The Board met quarterly to review the strategy and performance of Population Matters during the 2021-2022 Financial Year, constraints caused by the Covid-19 pandemic meant some meetings were virtual.



There are two Board sub-committees: the Finance, Risk, Investments and Audit Committee (FRIA), chaired by the Treasurer and the Nominations and Remunerations Committee, chaired by the Chair. While the trustees of the Charity retain overall responsibility for its affairs, the Board delegates implementation of their decisions and day-to-day running of the charity to the Executive Director, supported by the senior management team.

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

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

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

REMUNERATION

Staff remuneration is reviewed annually using the Hay's system to ensure remuneration is consistent with that paid for similar roles in charities of similar size. Staff remuneration, including management, is reviewed by trustees to make sure it's reasonable. In no circumstances do staff set their own pay. Board members give their time voluntarily and are not remunerated other than for modest expenses. No Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.



RISK

The Finance, Risk, Investment and Audit Committee (FRIA) oversees the Risk Management Process and makes recommendations regarding present and future risks). Our Risk Register and all current identified and potential risks are standard items for discussion at the routine meetings of the Senior Management Team, the FRIA Board sub-committee, and the full Board.

As staff work mostly from home, the impact of the Covid-19 pandemic was less than for some other charities as we are not reliant on community fundraising or trading activities. We have been mindful of staff welfare over this period and there was some impact on our campaigning activities. We acquired a small London hub office in February 2022.

We review and refresh our strategy regularly, ensuring that it is sufficiently flexible to enable us to take advantage of unexpected opportunities as they arise. Our key risks are financial, operational and reputational. Our financial risks mainly relates to unpredictable or uncertain income streams. This is largely mitigated by steps taken to diversify income into grants and expanding our regular membership base. Reputational risk is reduced through clear and strong rebuttal of any misrepresentation and false allegations, and by the firm management of our communications. In terms of managing our operational risks, we nurture our staff, we have a regular appraisal process which ensures that staff remain motivated and committed. We regularly review our data practices, ensuring that key data and systems are backed up and we retain an external contractor to provide time-critical support.



Officers at year end

Chair – Sara Parkin OBE

Vice Chair – Rebecca Foljambe

Treasurer – Lisa Mitchell

Directors at year end

Rebecca Foljambe

Rebecca is an NHS GP with a special interest in Family Planning and Women's Health. She is also the founder of You Before Two, a charity which empowers young men and women to value and protect their autonomy before making reproductive choices.

Date of first appointment: 30/11/19 – Board meetings attended during year: 4 of 5

Pip Hayes

A semi-retired GP in Devon, Pip was a member of the PM Board previously and has recently re-joined. She is also a board member of the Tamar Faculty of the Royal College of General Practitioners and a non-executive board member of Devon Doctors.

Date of first appointment: 06/10/18 – Board meetings attended during year: 5 of 5

Anna Hughes

Anna is a qualified teacher and is currently a director of Flight Free UK, which campaigns for a reduction in aviation. She has appeared in several media interviews representing PM and speaking about her decision to remain child-free.

Date of first appointment: 06/10/18 – Board meetings attended during year: 3 of 5

Harry Marven

Harry is a Consultant at Green Park, an executive search firm campaigning to make the world of work diverse, inclusive, and representative. Prior to a career in recruitment, he started off campaigning on human rights, including freedom of expression and freedom of choice, focusing on youth and student engagement.

Date of first appointment: 30/10/21 – Board meetings attended during year: 3 of 3

Lisa Mitchell

Lisa is a qualified accountant and managing director with responsibility for finance and operations at a niche consultancy business. She has previously been a non-executive director in the charity sector and has led finance operations teams for over 20 years in professional services firms, PWC and Arthur Andersen.

Date of first appointment: 30/10/21 – Board meetings attended during year: 3 of 3

Emma Olliff

Emma is an ecologist focusing on farming and its future. She is working on a project called RegenerEat, which aims to build holistic food systems that reconnect people with their ecosystem.

Date of first appointment: 21/10/97 – Board meetings attended during year: 3 of 5

Chris Padley

Chris is retired, a life-long campaigner on environmental issues. He was a Town Councillor for 27 years and twice Town Mayor. He managed the PM Letter Writers' group for 10 years.

Date of first appointment: 30/11/19 – Board meetings attended during year: 3 of 5

Sara Parkin OBE

Sara is Principal Associate of The Sustainability Literacy Project, Chair of the Richard Sandbrook Trust, and a Trustee of the St Andrews Prize and the Carnegie Trust for the Universities of Scotland. She is also author of several books and was Co-founder of Forum for the Future.

Date of first appointment: 18/06/19 – Board meetings attended during year: 5 of 5

Vicky Poll

Vicky has always been passionate about creating environments for life to thrive and studied genetics at UCL to better understand our foundations and the interplay between nature and nurture. Since then, her career has been focused on people and organisation development.

Date of first appointment: 30/10/21 – Board meetings attended during year: 2 of 3

Senior management team

Robin Maynard – Executive Director

Joshua Hill – Head of Finance and Operations

Alistair Currie – Head of Campaigns and Communications

Izi Clery – Head of Fundraising and Engagement

trustees' statement

OVERVIEW

Income rose 16% this year, mainly driven by increases in donations (bolstered by our 30th anniversary campaign) and grant income. This reflects both our increased profile and fundraising effectiveness. Legacy income continues to make an important contribution but is more difficult to predict and inherently more variable. Equally, gift aid income is dependent on our donor mix, with corporate and payroll giving as well as overseas donations included in the sources of income that do not qualify for Gift Aid. Our diversified strategy continued to provide a robust income profile for the financial year, allowing us to better plan and exploit opportunities.

We use our resources to further our charitable aims for the public benefit; to that end, we analyse our expenditure in relation to our three charitable objectives, which effectively translate into campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability). Raising awareness of the issue remains a key part of what we do but in the last year, specifically with ambitious advertising campaign simultaneously targeting billboards in London, Manchester and Birmingham. We have also continued to increased expenditure on research that will help to underpin our increasingly targeted campaigning activities.

Although the impact of Covid-19 was less than in the prior financial year, there was still a significant impact on our ability to run external events, particularly those involving students and concentrated in-person gatherings. Income, however, remained buoyant. This reflects the fact that, in contrast to some in the sector, Population Matters isn't reliant on community fundraising or trading activities and so hasn't felt the Covid-related restrictions on such activities; and although some supporters cancelled their regular giving for financial reasons, this has been more than offset by contributions from new supporters, as well as those increasing their level of giving.

This resilience was reflected in total income, which rose by £134,017 in the year to 30 June 2022, while expenditure increased by £125,636 which, together with a reduction in the value of investments of £16,274, resulted in a small deficit of £13,533, compared with a surplus

of £77,460 in the previous year. This movement is largely driven by the change in accounting policy regarding the value of our investments. As a result, total reserves were relatively unchanged, declining from £877,348 at 30 June 2021 to £863,815 at 30 June 2022.

Unrestricted reserves at the year-end amounted to £841,286, considerably in excess of the minimum level of £330,000 required by the charity's reserves policy.

INCOME AND EXPENDITURE

Income grew year on year by £134,017 (16%) to £973,981, with regular and one-off donations and grants playing a significant role. 2021 marked the 30th anniversary of Population Matters, and a related fundraising campaign which started in January 2021 gathered momentum in FY21/22, helped by a generously supported matched giving campaign, contributing £84,167 to total donation income. Albeit on a smaller scale, contributions to projects supported by our Empower to Plan programme increased to £35,138 as we broadened the number of projects funded during the year to seven, up from four in the previous year.

Beyond this, our fundraising activities have focused on diversifying our income streams with campaign-focused appeals and increased targeting of grant-making trusts, while our regular donor base continues to expand both numerically and geographically, with contributions during the year coming from supporters in some 47 countries.

Expenditure increased overall by £125,636 (15%) to £971,240. Spending has been allocated to the three principal areas of campaigning (to bring about change), raising awareness (education of the public) and research (into population sustainability), all of which rose during the year. Expenditure on raising awareness (up 21% to £384,613) grew as we commissioned an ambitious advertising campaign simultaneously targeting billboards in London, Manchester and Birmingham, as well as hosting the Covid-delayed 'Boom or Bust' hybrid conference addressing the intersection of population and economics.

Research also saw a significant increase, up 18% to £116,545, as work continued on our own independent research to evaluate the feasibility of achieving a population future at (or ideally, below) the United

Nation's (UN) low projection of 7.3 billion by 2100. We have also continued to increase expenditure on fundraising, up 44% to £128,336, having committed resources to our first permanent in-house fundraiser. We have continued to develop our website and other communication tools, helping to raise the profile of Population Matters and the issue of population sustainability, as well as supporting our campaigning and fundraising activities.

RESERVES

The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of a drop in income or of other risks manifesting and to enable it to take advantage of unforeseen opportunities. Following the most recent review, the Board has determined that the minimum level of unrestricted reserves required to meet its objectives is £330,000.

At the time of review, this figure equated to approximately six months' planned expenditure or, alternatively, sufficient to cover the difference between core income and core costs for one year. However, given recent increases in the cost base, notably increases in operational staff, this will likely require revising upwards in the medium term. At the time of publication, a further review of the minimum level of reserves has been completed, resulting in an increase of the minimum level to £500,000.

Despite the £330,000 minimum level, at the year-end unrestricted reserves were £841,286, £511,286 in excess of the minimum required level of which £132,011 represents legacies that have been recognised in accordance with generally accepted accounting principles but have not yet been received. Excluding this amount, unrestricted reserves at the year-end amounted to £709,275, £379,275 in excess of the minimum amount required by the agreed reserves policy. The Board has approved the use of some of these excess reserves in the forthcoming year to advance the charity's strategic aims and plan to run a deficit in the year 2022/23.

INVESTMENTS

We hold an investment of £100,000 in a Responsible UK Income and Global Equity Portfolio with Colombia Threadneedle and we have cash funds spread across a number of deposit-taking institutions, with over

50% of our cash funds held with CAF Bank and Triodos.

The investment objective is to provide the best overall return for our funds, prioritising ethical considerations and consistent with an acceptable level of risk and to protect the real value of our reserves. At the year-end, the market value of these investments was £166,826, a decrease of £16,274 on the opening value of £183,100 and an increase of £66,826 (67%) on the original investment.

STATEMENT OF TRUSTEES' RESPONSIBILITIES FOR THE YEAR ENDED 31 JULY 2022

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

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

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

The Trustees' Statement was approved by the Board and signed on its behalf by S.L. Parkin and authorised for issue on 22nd February, 2023: S.L. Parkin (Chair) - Trustee.



independent examiner's report

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF POPULATION MATTERS ('THE COMPANY')

I report to the charity Trustees on my examination of the accounts of the Company for the year ended 30 June 2022.

RESPONSIBILITIES AND BASIS OF REPORT

As the Trustees of the Company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

INDEPENDENT EXAMINER'S STATEMENT

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified

to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed: 

Dated: 22nd February 2023

Michael Cooper-Davis FCCA ACA
For and on behalf of
PRICE BAILEY LLP
Chartered Accountants
Statutory Auditors
24 Old Bond Street
London
W1S 4AP

financial statements

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 30 JUNE 2022

		Unrestricted funds	Restricted funds	Total funds 2022	Total funds 2021 Restated
Income	Note	£	£	£	£
Donations		649,684	30,053	679,737	544,476
Legacies		122,344	-	122,344	150,673
Grants		113,427	-	113,427	73,480
Gift aid		50,112	5,085	55,197	67,466
Other trading activities	2	421	-	421	117
Investment income	3	2,855	-	2,855	3,752
Total income		938,843	35,138	973,981	839,964
Expenditure					
Raising funds	4	63,720	64,616	128,336	89,226
Charitable activities	5				
Campaigning		341,745	-	341,745	340,753
Raising awareness		384,613	-	384,613	316,639
Research		116,545	-	116,545	98,986
Total expenditure	6	906,624	64,616	971,240	845,604
Net income / (expenditure)	7	32,219	(29,478)	2,741	(5,640)
Unrealised Net gains on investments		(16,274)	-	(16,274)	83,100
Net income for the year		15,945	(29,478)	(13,533)	77,460
Transfers between funds		(20,966)	20,966	-	-
Reconciliation of funds					
Total funds brought forward		846,307	31,041	877,348	799,888
Total funds carried forward		841,286	22,529	863,815	877,348

BALANCE SHEET AS AT 30 JUNE 2022

		2022		2021 Restated	
	Note	£	£	£	£
Fixed assets					
Intangible fixed assets	10		-		12
Tangible fixed assets	11		2,780		2,872
			2,780		2,884
Current assets					
Debtors	12	162,917		185,368	
Investments	13	166,826		183,100	
Cash at bank and in hand	14	665,416		712,410	
		995,159		1,080,878	
Current liabilities					
Creditors: amounts falling due within one year	15	(134,124)		(206,414)	
Net current assets			861,035		874,464
Total net assets			863,815		877,348
Funds	16				
Unrestricted funds		841,286		846,307	
Restricted funds		22,529		31,041	
Total funds			863,815		877,348

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th June, 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th June, 2022 in accordance with Section 476 of the Companies Act 2006.

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

The financial statements were approved by the Board of Trustees and were signed on its behalf by S.L. Parkin and authorised for issue on 22nd February, 2023: S.L. Parkin (Chair) - Trustee.

The policies on page 28 and notes on pages 29-31 form part of the financial statements.

CASH FLOW STATEMENT, YEAR ENDED 30 JUNE 2022

		2022	2021 Restated
	Notes	£	£
Cash flows from operating activities	15	(42,340)	(8,761)
Cash flow from investing activities			
Purchase of assets		(1,799)	(945)
Investment income		(2,855)	(3,752)
Net cash used in investing activities		(4,654)	(4,697)
Change in cash and cash equivalents in the reporting period		(46,994)	(13,458)
Cash and cash equivalents at the beginning of the period		712,410	725,868
Cash and cash equivalents at the end of the reporting period		665,416	712,410
Analysis of changes in net debt			
Cash and cash equivalents as at 1 July 2021		712,410	725,868
Cash flows		(46,994)	(13,458)
Cash and cash equivalents as at 30 June 2022		665,416	712,410

Notes to the financial statements for the year ended 30 June 2022

Note 1: Accounting policies

1.1. Basis of preparation

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

1.2. Income

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

1.3. Expenditure

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

1.4. Allocation and apportionment of costs

Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute directly to more than one activity are apportioned between those activities. Support costs

which are not attributable to a single activity are apportioned between the activities being supported. Further detail on the basis of allocation of support costs can be found in note 6.

1.5. Intangible assets

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

1.6. Tangible assets

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

1.7 Taxation

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

1.8. Fund Accounting

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

1.9. Pension costs and other post-retirement benefits

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

1.10 Debtors

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

1.11 Creditors

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

1.12. Financial Instruments

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

1.13 Investments

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

1.14. Judgements and estimation uncertainty

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

Note 2: Other trading activities

	Unrestricted £	Restricted £	Total 2022	Total 2021
Sales	421	-	421	117

The value of restricted income from other trading activities was £nil for the prior year ended 30 June 2021.

Note 3: Investment income

	Unrestricted £	Restricted £	Total 2022	Total 2021
Investment fund distributions	1,406	-	1,406	2,068
Deposit account interest	1,449	-	1,449	1,684
	2,855	-	2,855	3,752

The value of restricted investment income was £nil for the prior year ended 30 June 2021.

Note 4: Expenditure on raising funds

	Direct £	Support £	Total 2022	Total 2021
Fundraising direct costs	62,366	-	62,366	38,192
Other events	1,732	-	1,732	2,865
Advertising, promotions & website costs	24,760	-	24,760	12,085
Fundraising support costs	-	39,477	39,477	36,084
	88,858	39,477	128,336	89,226

Note 5: Expenditure on charitable activities

	Direct £	Support £	Total 2022	Total 2021
Campaigning	229,955	111,790	341,745	340,753
Raising awareness	255,615	128,998	384,613	316,639
Research	80,695	35,850	116,545	98,986
	566,265	276,639	842,904	756,378

Note 6: Analysis of support costs

	Expenditure on raising funds	Expenditure on charitable activities	Total 2022	Total 2021
Governance costs	4,659	31,028	35,687	50,102
Membership & finance costs	3,060	19,497	22,557	63,089
Website & IT costs	887	29,379	30,266	44,108
Other staff costs	19,029	121,264	140,293	67,244
Office costs	10,113	64,447	74,560	5,756
Other costs	1,730	11,023	12,753	15,541
	39,477	276,639	316,116	245,840

Note 7: Net Income/expenditure

	Total 2022	Total 2021
Net income / (expenditure) is stated after charging:		
Depreciation - owned assets	1,891	1,721
Trademarks amortisation	12	32
Website costs amortisation	-	6,080

Note 8: Trustees remuneration and benefits

There were no trustees' remuneration or other benefits for the year ended 30 June 2022 nor for the year ended 30 June 2021.

No Board member has a pecuniary interest in the activities of the organisation, nor were any remunerated other than for modest expenses. No Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

	Total 2022	Total 2021
Trustees' expenses	1,153	289

Note 9: Staff costs

	2022 £	2021 £
Wages and salaries	305,172	246,459
Social security costs	24,188	21,159
Pension costs	17,746	14,545
	347,106	282,163

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

	2022	2021
	9	7
	9	7

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2022	2021
£70,001 – £80,000	1	1
	1	1

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

Note 10: Intangible fixed assets

	Domain names £	Trademarks £	Website costs £	Totals £
Cost				
At 1st July 2021 and 30th June 2022	4,000	875	36,472	41,347
Amortisation				
At 1st July 2021 and 30th June 2022	(3,999)	(864)	(36,472)	(41,335)
Charge for year	(1)	(11)	-	(12)
At 30th June 2022	(4,000)	(875)	(36,472)	(41,347)
Net book value				
At 30th June 2021	1	11	-	12
At 30th June 2022	-	-	-	-

Note 11: Tangible fixed assets

	Office equipment £
Cost	
At 1st July 2021	10,109
Additions	1,799
At 30th June 2022	11,908
Depreciation	
At 1st July 2021	(7,237)
Charge for year	(1,891)
At 30th June 2022	(9,128)
Net book value	
At 30th June 2021	2,872
At 30th June 2022	2,780

Note 12: Debtors: Amounts falling due within one year

	2022 £	2021 £
Other debtors	4,657	-
Gift aid debtors	8,328	95,336
Legacies accrued	132,011	87,567
Prepayments	17,921	2,465
	162,917	185,368

Note 13: Current asset investments

	2022 £	2021 Restated £
Listed investments	166,826	183,100

In the prior years investments were measured at historical cost. This year investments are measured at fair value through SoFA. Due to a change in accounting policy the 2021 comparative balance has been restated from £100,000 (being the historical cost basis) to £183,100, reflecting the closing market value of investments held on 30th June, 2021. The gain has been recognised in the opening reserves, with movements during the financial year to 30th June 2022 taken directly to the Statement of Financial Activities.

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

	2022 £	2021 £
Net movement in funds	(13,533)	77,460
Depreciation charge	1,903	7,833
(Increase)/decrease in debtors	22,451	(68,610)
Increase/(decrease) in short term creditors	(72,290)	53,904
Investment income	2,855	3,752
(Gain) on investments	16,274	(83,100)
	(42,340)	(8,761)

Note 15: Creditors: Amounts falling due within one year

	2022 £	2021 £
Trade creditors	58,542	116,041
Deferred income from grants	68,750	83,221
Accrued expenses	6,300	7,152
Other creditors	532	-
	134,124	206,414

Note 16: Movement in funds

	At 1.7.21 Restated	Income	Expenditure	Transfers In/Out	Gains/Losses	At 30.6.22
Unrestricted funds						
General Fund	846,307	938,843	(906,624)	(20,966)	(16,274)	841,286
Restricted Funds						
Empower to Plan	21,260	35,138	(33,869)	-	-	22,529
World Population Day	612	-	(9,603)	8,991	-	-
Going Global	9,169	-	(21,144)	11,975	-	-
	31,041	35,138	(64,616)	20,966	-	22,529
Total	877,348	973,981	(971,240)	-	(16,274)	863,815

Empower to Plan is funding to deliver family planning projects on the ground. World Population Day is funding to focus attention on the urgency and importance of population issues. Going Global is funding to achieve a sustainable global population.

Note 17: Analysis of net assets by fund

	Unrestricted	Restricted	Total
Tangible assets	-	-	-
Current assets	841,286	22,529	863,815
	841,286	22,529	863,815

Note 18: Related party disclosures

There were no related party transactions for the year ended 30th June 2022.

REFERENCE AND ADMINISTRATIVE DETAILS

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

UK INDEPENDENT EXAMINER

Price Bailey – 8th Floor, Dashwood House,
69 Old Broad Street, London EC2M 1QS

BANKERS

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

FUND MANAGERS

Colombia Threadneedle Fund Management Limited –
PO Box 9040, Chelmsford CM99 2XH



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