



ALL POPULATIONS MATTER

Annual Report
July 2023-June 2024



Every choice counts





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

Population Matters patron, Sir David Attenborough

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

We believe that ALL POPULATIONS MATTER.



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Design, infographics & illustrations: Miller Design
 Editor: Anna Harris

Printed in the UK by Jamm Print & Productions
 using vegetable-based inks on carbon-balanced paper

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statement by the chair



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

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

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

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

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

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

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

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

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

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

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

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

A handwritten signature in dark ink, reading 'Sara Parkin'.

Sara Parkin OBE
Chair, Population Matters



“Our greatest worry of all is human population growth, in my opinion. So, we’ve got to start talking about this.”

Chris Packham, Population Matters patron

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

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

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

Population Matters promotes positive, practical, ethical solutions. We believe

that all women have a universal right to voluntary family planning, education, and economic independence.

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

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

“PM does great work across the world in advocating for gender equality and women’s rights, and encourages practical, voluntary steps to reduce our consumption and environmental footprint.”

PM supporter Alice Morley (pictured on page 12) who undertook a 10k run to raise funds for us

“PM’s campaigning and practical support will, I believe, help achieve informed decisions by prospective parents and also encourage governments to consider more support for the practicalities of family planning.”

PM supporter John Waldron, who organised a family fell walk fundraiser with his daughters

POPULATION MATTERS IS



**informed
by experts**



**grounded in
science**



**a
catalyst
for
change**



**connecting the
issues**



**pushing for a
fairer world**

chief executive's message



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Amy Jankiewicz
CEO, Population Matters

A handwritten signature in black ink that reads 'Amy Jankiewicz'.

our new vision and mission

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

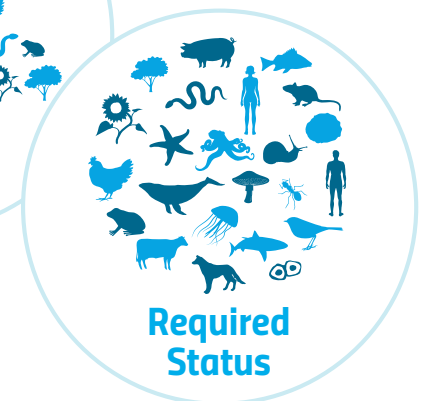
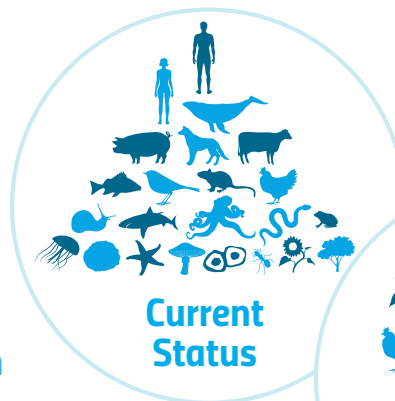
Our mission is to address the negative consequences of ever more people using ever more of the planet's resources and to inspire and engage with others to find, share and promote ways to make our vision a reality as quickly as possible.



Photo by James Wheeler on Unsplash

our values

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



our organisational principles

- Efficiency
- Collaboration
- Respect
- Inclusive leadership

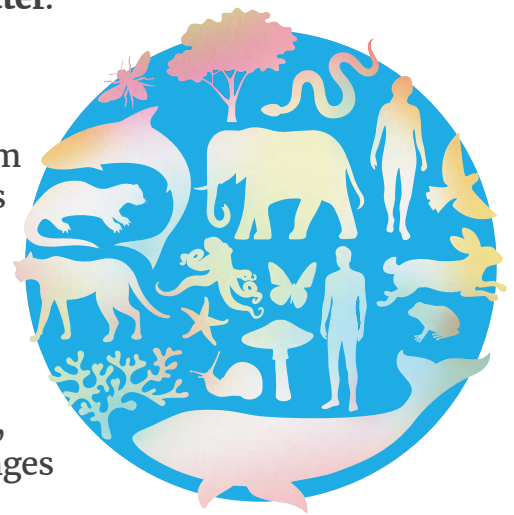


our new strategy

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

Mission oriented goals

1. As the go-to organisation for leadership on human population matters, by 2030 we will have established firm footprints in three global regions, working with partners to empower people to make sustainable choices about their family size, as well as creating supportive social and cultural change.
2. By 2030, we will have established a ground-breaking, evidence-based research programme that sheds light on, and offers solutions to, the personal and political challenges posed by human population growth.
3. By 2030, we will have normalised the discourse around human population and influenced the understanding of its impact on the planet in local, national and international policy agenda, especially through promoting examples of how to effect positive change.



Organisational oriented goals

4. By 2030, we will have the foundations of a global funding model that is diverse and sustainable.
5. By 2030, we will be an internationally reputable organisation and considered to be a great place to work.

OUR CHARITABLE OBJECTIVES FOR PUBLIC BENEFIT ARE:

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

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



our impact

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

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

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



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

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

October 2023: Vanishing Icons

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

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

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



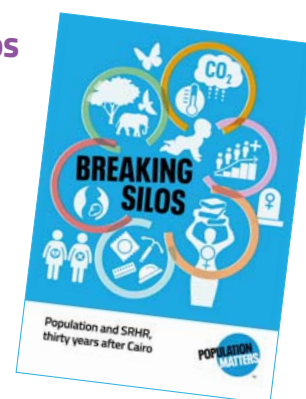
February 2023: The lifecycle of a smartphone

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



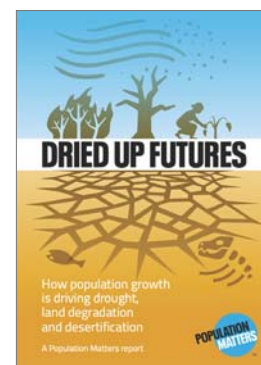
March 2024: Breaking Silos

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



June 2024: Dried Up Futures

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



October 2023: Population Health Environment (PHE) advocacy work

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



our impact

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

July 2023: World Population Day

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

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

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

September 2023: Sustainability Education Conference, India

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

February 2024: Population Conversation, Nigeria

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

March 2024: Breaking Silos webinar

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



our impact

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

July 2023: Women Deliver Conference

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

November 2023: COP 28

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

March 2024: CSW session at the UN

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

April 2024: Population and Development Conference

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



our impact

EMPOWER
TO PLAN

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

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

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

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

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

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

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



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

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

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

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

our supporters

A huge thank you to our members and supporters.

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

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

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

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

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

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



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

82%

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

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

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

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



our patrons

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



Sir David Attenborough
OM CH CVO CBE FRS FZS FRA

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



Dame Jane Goodall PhD DBE

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



Chris Packham

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

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

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



Leilani Münter

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



Jonathon Porritt CBE

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



Prof Sir Partha Dasgupta
FRS FBA

Frank Ramsey Professor of Economics, University of Cambridge.



Prof Paul Ehrlich ForMemRS

Bing Professor of Population Studies, Stanford University.



Prof John Guillebaud

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



Gordon Buchanan MBE

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



Adrian Hayes

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



Malcolm Potts MB BChir PhD FRCOG

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



Judy Ling Wong CBE

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



Susan Hampshire OBE

Actress and population campaigner.

structure, governance and risk

Organisation Structure

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



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

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

Board activities and composition

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



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

Remuneration

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



Risk

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



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

Officers at year end

Sara Parkin OBE

Chair

Lisa Mitchell

Interim Deputy Chair,
Treasurer

Directors at year end

Pip Hayes

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

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

Lisa Mitchell

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

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

Sara Parkin OBE

Sara is Principal Associate of The Sustainability Literacy Project. She is a co-founder of Forum for the Future and has served in many activist, advisory and governance roles. She has authored several books, with the one she is currently working on provisionally titled 'What Does Good Like?', due out in 2025.

Date of first appointment: 18/06/19 - Board meetings attended during year: 3 of 3

Vicky Poll

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

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

Simone Filippini

As a Dutch diplomat, Simone served as Head of the Gender, SRHR and Women's Rights department in the Netherlands Ministry of Foreign Affairs, Consul-General for the Southeastern United States and Dutch Caribbean, and Ambassador to North Macedonia. In January 2023, she started a new role as Chairperson of the Dutch International Commission for social and environmental Impact Assessment.

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

Senior Leadership Team

Amy Jankiewicz

Chief Executive Officer

Joshua Hill

Head of Finance and Operations

Dominic Nutt

Interim Head of Campaigns and Communications

Shoaban Nair

Head of Fundraising and Engagement

financial summary

OVERVIEW

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



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

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

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

INCOME AND EXPENDITURE

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



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

Expenditure on campaigning increased by £138,673 (40%) as we focussed on growing our relationships with overseas partners including significant work in

India and Nigeria. These partnerships are expected to continue into the coming year.

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

RESERVES

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

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



to our strategic objectives and financial capabilities.

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

INVESTMENTS

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



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

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

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

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

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the

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

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

S.L. Parkin (Chair) - Trustee

independent auditor's report

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF POPULATION MATTERS

Opinion

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

In our opinion, the financial statements:

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

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

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

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

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

Responsibilities of trustees

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

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

independent auditor's report

Auditor's responsibilities for the audit of the financial statements

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

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

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

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

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

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

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

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

Use of our report

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



Michael Cooper-Davis FCCA ACA
(Senior Statutory Auditor)

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

Date: 14 February 2025

financial statements

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 30 JUNE 2024

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

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

All income and expenditure derives from continuing activities.

financial statements

BALANCE SHEET AS AT 30 JUNE 2024

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

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

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

Charity: 1114109
Company: 3019081



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

CASH FLOW STATEMENT FOR YEAR ENDED 30 JUNE 2024

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

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

Note 1: Accounting policies

1.1 - Basis of preparation

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

1.2 - Income

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

1.3 - Expenditure

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

1.4 - Allocation and apportionment of costs

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

1.5 - Intangible assets

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

1.6 - Tangible assets

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

1.7 - Taxation

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

1.8 - Fund Accounting

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

1.9 - Pension costs and other post retirement benefits

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

1.10 - Debtors

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

1.11 - Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds 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 years investments were measured at historical cost. This year investments are measured at fair value through SOFA. Net gains and losses on revaluation are shown in the SoFA. Unrealised gains and losses are calculated as the difference between the fair value at the year end and their carrying value.

1.14 - Judgements and key sources of estimation uncertainty

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

Note 2 - Income

	Unrestricted £	Restricted £	Total 2024	Total 2023
Donations	411,857	40,312	452,169	445,840
Legacies	2,305,715	317,632	2,623,347	2,323,392
Grants	68,750	-	68,750	125,558
Gift aid	49,934	3,355	53,289	51,107
	2,836,256	361,299	3,197,555	2,945,897
	Unrestricted £	Restricted £	Total 2024	Total 2023
Sales	56	-	56	416
Other income	50	-	50	-
	106	-	106	416

Note 3 - Investment income

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

Note 4 - Expenditure on raising funds

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

Note 5 - Expenditure on charitable activities

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

Note 6 - Analysis of support costs

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

Note 7 - Net Income/Expenditure

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

Note 8 - Trustees remuneration and benefits

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

Note 9: Staff costs

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

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

2024	2023
11	10
11	10

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

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

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

Note 10: Intangible fixed assets

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

Note 11: Tangible fixed assets

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

Note 12: Debtors: Amounts falling due within one year

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

Note 13: Current asset investments

	2024 £	2023 £
Listed investments	-	-

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

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

Note 15: Creditors: Amounts falling due within one year

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

Note 16: Movement in funds

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

Note 16: Movement in funds - continued

Strategic Development

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

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

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

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

Restricted Funds

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

Note 17: Analysis of net assets by fund

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

Note 18: Related party disclosures

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

Note 19: Contingent assets

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

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



REFERENCE AND ADMINISTRATIVE DETAILS

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

AUDITORS

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

BANKERS

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



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BETTER

FUTURE

IS

POSSIBLE

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

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

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



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Every choice counts