

THE WHAT ON EARTH FOUNDATION

England & Wales - Charity number 1153814

Details

Status Registered

Legal form CIO

Company number [CE00020](#)

Registered 2013-09-16

Register [View on the Charity Commission register](#)

Contact

Address The Black Barn
Wickhurst Farm
Leigh
Tonbridge
TN11 8PS

Phone 01732742912

Email chris@whatonearthbooks.com

Activities

Objects: THE ADVANCEMENT OF EDUCATION AND IN PARTICULAR(BUT WITHOUT PREJUDICE TO THE GENERALITY OF THE FOREGOING)THE PROVISION OF FINANCIAL ASSISTANCE TO SCHOOLS AND OTHER EDUCATORS FOR THE ENRICHMENT OF EDUCATIONAL PROVISION THROUGH VARIOUS FORMS OF ACTIVITIES AND RESOURCES

Activities: The advancement of education and in particular, but without prejudice to the generality of the foregoing, the provision of financial assistance to school and other educators for the enrichment of educational provision through various forms of activities and resources.

Classification

- **How:** Makes Grants To Organisations
- **What:** Education/training
- **Who:** Children/young People

Geography

- Hampshire
- Kent
- Surrey

Finances

Period end	Income	Expenditure	Assets	Employees
2025-06-30	£140,000	£154,956	-	-
2024-06-30	£33,840	£17,063	-	-
2023-06-30	£12,000	£18,782	-	-
2022-06-30	£12,000	£10,020	-	-
2021-06-30	£6,000	£200	-	-
2020-06-30	£24,751	£21,165	-	-

Trustees

Name	Role	Appointed
CHRISTOPHER LLOYD	Chair	2018-03-18
RICHARD ATKINSON		2013-07-25

THE WHAT ON EARTH FOUNDATION

England & Wales - Charity number 1153814

Accounts

WHAT ON EARTH FOUNDATION

Report and Accounts

For the Period Ended 30 June 2025

The Black Barn
Wickhurst Farm
Leigh
Tonbridge
TN11 8PS

Registered charity number 1147361
Company registration number 7960490

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Company registration number 7960490

WHAT ON EARTH FOUNDATION

Report and Accounts

For the Period Ended 30 June 2025

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Trustees

Christopher Lloyd
Richard Atkinson

WHAT ON EARTH FOUNDATION

Independent Examiner's Report to the Trustees of What on Earth Foundation

For the Period Ended 30 June 2025

Respective responsibilities of trustees and examiner

The Trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts.

The trustees consider that an audit is not required for this year under Section 144(2) of the Charities Act (2011) (the 2011 Act) and that an independent examination is needed. The charity's gross income did not exceed £250,000 and I am qualified to undertake the examination by being a Fellow member of the Association of Accounting Technicians.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
 - follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act;
- and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes considering any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
 - to keep accounting records in accordance with section 386 of the Companies Act 2006, and
 - to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities;have not been met, or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: D Taylor-Mew

Derek Taylor-Mew, BSc, FMAAT
123 Park Lane
Harrow
Middlesex
HA2 8 NN.

Date: 28 February 2026

What on Earth Foundation

Trustees Report for Period Ending 30th June 2025

The **What on Earth Foundation**, was formally registered as a charity by the Charity Commission, number 1153814, on 16th September 2013 with objectives:

"The Advancement Of Education And In Particular(But Without Prejudice To The Generality Of The Foregoing)The Provision Of Financial Assistance To Schools And Other Educators For The Enrichment Of Educational Provision Through Various Forms Of Activities And Resources"

Trustees

Christopher Lloyd
Richard Atkinson

The What on Earth Foundation continues to support children by developing resources , initiatives and interventions designed to foster a love of learning through reading.

We are experiencing a national literacy crisis. According to the National Literacy Trust in 2025, the percentage of children and young people who say they enjoy reading is at its lowest in 20 years with just 1 in 3 (32.7%) children and young people aged 8 to 18 said that they enjoyed reading in their free time in 2025. This marks a 36% decrease in reading enjoyment levels since the NLT started asking about this in 2005. See here for full report:

https://nlt.hacdn.org/media/documents/Children_and_young_peoples_reading_in_2025_bqtGfls.pdf

All our initiatives are designed to address the issues highlighted by the NLT report.

- 1) The What on Earth National Schools Championship took place in November 2024 with the finals taking place at Stationer's Hall in London. As many as 300 schools entered the contest with online heats whittling the numbers down to 8 finalist schools – four primary and four secondary. The event, which was funded by the What on Earth Foundation, touches the lives of hundreds of children, many profoundly. For more detailed information go to <https://www.whatonearthmag.com/pages/quiz-school-events>
- 2) The What on Earth Foundation has funded research projects by the UK's most preeminent 'Reading for Pleasure' research, Professor Teresa Cremin. Her team at The Open University is the country's leading researchers in trying to ascertain effective interventions to stimulate reading for pleasure in children. The What on Earth Foundation has supported a number of research projects with summaries of the findings available here <https://www.whatonearthmag.com/pages/research>
- 3) The What on Earth Foundation has supported a project based in Hull which is a collaboration between the Reckitt Foundation and the Hull Library Service. It has enabled hundreds of children across the city of Hull to participate in a project that promotes social and text engagement with the purpose of embedding reading for pleasure as part of their weekly routine. Around 270 of those children took part in a detailed evaluation that was led by Professor Teresa Cremin CBE of the Open University, and 500 more children took part in the wider project based around natural curiosity and quizzing.

Working closely with Hull Schools Library Service and through formal studies over an extended period, the published results show a significant and positive effect on the children:

These results show that pupils talking about reading **two or three times per week increased from 9% to 25%**, and **daily reading talk doubled from 5% to 10%**.

Teacher survey data showed even stronger shifts:

- Teachers reporting pupils '**rarely talked about reading**' fell from **67% to 0%**.
- **78% of teachers observed peer reading talk two or three times per week** after magazine access.

Teachers reported that the magazine format encouraged pupils who were normally quiet or reluctant readers to contribute to reading discussions:

"Some of the quieter children are now the ones putting their hands up to talk about what they've read." (Year 5 teacher)

"The quiz helped make reading feel like a team activity."

Hull Schools Library service representative.

4) The What on Earth Foundation has helped fund the development of a schools edition of a non-fiction magazine for children, giving them a chance to read and own their own magazine every month.

Date: 28 February 2026

C Lloyd

WHAT ON EARTH FOUNDATION

Statement of Financial Activities

		2025	2024
	Notes	£	£
Incoming Resources			
Grants received	1	137,500	33,840
Other income		-	-
Gifts received		2,500	-
Total Incoming Resources		<u>140,000</u>	<u>33,840</u>
<u>Resources Expended</u>			
Cost of Generating Funds			
Charitable Expenditure	2	153,649	17,017
Governance Costs		1,307	46
Total Resources Expended		<u>154,956</u>	<u>17,063</u>
Net (Outgoing)/Incoming Resources		<u>- 14,956</u>	<u>16,777</u>
Total Funds Brought Forward		22,055	5,278
Total Funds Carried Forward		<u>7,099</u>	<u>22,055</u>

All the company's activities in the above two financial years were derived from continuing operations. The company has no recognised gains or losses other than the income or expenditure for the above two financial years.

WHAT ON EARTH FOUNDATION

Balance Sheet at 30 June 2025

	Notes	2024 £	2024 £
Current Assets			
Cash at bank		7,099	22,455
Debtors	3	-	-
Current Liabilities			
Sundry creditors		-	400
Net Current Assets		7,099	22,055
Total Assets		<u>7,099</u>	<u>22,055</u>
Capital			
Funds		7,099	22,055
Total Capital		<u>7,099</u>	<u>22,055</u>

Approved

D Falzani

Date: 28 February 2026

Approved by the Board of Trustees on 28 February 2026 and signed on its behalf

WHAT ON EARTH FOUNDATION

For the Period Ended 30 June 2025

Notes to the Accounts

		2025	2024
1	Grants Received		
	The trustees are grateful for the donations made during the year.	137,500	33,840
	Gift Aid	2,500	-
	Charitable Expenditure		
	Project work	153,649	17,017
3	Debtors		
	Donations promised	-	-

THE WHAT ON EARTH FOUNDATION

England & Wales - Charity number 1153814

Accounts

WHAT ON EARTH FOUNDATION

Report and Accounts

For the Period Ended 30 June 2024

The Black Barn
Wickhurst Farm
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TN11 8PS

Registered charity number 1147361
Company registration number 7960490

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Company registration number 7960490

WHAT ON EARTH FOUNDATION

Report and Accounts

For the Period Ended 30 June 2024

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Trustees

Christopher Lloyd
Richard Atkinson

WHAT ON EARTH FOUNDATION

Independent Examiner's Report to the Trustees of What on Earth Foundation

For the Period Ended 30 June 2024

Respective responsibilities of trustees and examiner

The Trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts.

The trustees consider that an audit is not required for this year under Section 144(2) of the Charities Act (2011) (the 2011 Act) and that an independent examination is needed. The charity's gross income did not exceed £250,000 and I am qualified to undertake the examination by being a Fellow member of the Association of Accounting Technicians.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
 - follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act;
- and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes considering any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Independent examiner's statement

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- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: D Taylor-Mew

Derek Taylor-Mew, BSc, FMAAT
123 Park Lane
Harrow
Middlesex
HA2 8 NN.

Date: 31-Aug-24

Trustees' Report For the Period Ended 30 June 2024

The **What on Earth Foundation**, was formally registered as a charity by the Charity Commission, number 1153814, on 16th September 2013 with objectives:

"The Advancement Of Education And In Particular(But Without Prejudice To The Generality Of The Foregoing)The Provision Of Financial Assistance To Schools And Other Educators For The Enrichment Of Educational Provision Through Various Forms Of Activities And Resources"

Trustees

Davis Falzani

Richard Atkinson

Main Activities

A number of visits to schools and organisations to provide educational enrichment.

Commencement of long term project to prepare educational resources.

Grants to organisations to enable extra curricular and family focussed educational activities.

Main Achievements during the year

Events were curtailed this year due to the Covid outbreak and school events not practical

Date: 31 August 2024

C Lloyd

WHAT ON EARTH FOUNDATION

Trustees' Report (continued)

For the Period Ended 30 June 2024

Reserves Policy

We aim to have a minimum of three months running costs kept in reserve to enable projects to continue during gaps in funding.

Signed:

Chairman Christopher Lloyd

Date: 31 August 2024

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WHAT ON EARTH FOUNDATION

Statement of Financial Activities

		2024	2023
	Notes	£	£
Incoming Resources			
Grants received	1	33,840	12,000
Other income		-	-
Gifts received		-	-
Total Incoming Resources		<u>33,840</u>	<u>12,000</u>
<u>Resources Expended</u>			
Cost of Generating Funds			
Charitable Expenditure	2	17,017	18,733
Governance Costs		46	49
Total Resources Expended		<u>17,063</u>	<u>18,782</u>
Net (Outgoing)/Incoming Resources		<u>16,777</u>	<u>- 6,782</u>
Total Funds Brought Forward		5,278	12,060
Total Funds Carried Forward		<u>22,055</u>	<u>5,278</u>

All the company's activities in the above two financial years were derived from continuing operations. The company has no recognised gains or losses other than the income or expenditure for the above two financial years.

WHAT ON EARTH FOUNDATION

Balance Sheet at 30 June 2024

	Notes	2024 £	2023 £
Current Assets			
Cash at bank		22,455	5,300
Debtors	3	-	-
Current Liabilities			
Sundry creditors		400	22
Net Current Assets		22,055	5,278
Total Assets		<u>22,055</u>	<u>5,278</u>
Capital			
Funds		22,055	5,278
Total Capital		<u>22,055</u>	<u>5,278</u>

Approved

D Falzani

Date: 31 August 2024

Approved by the Board of Trustees on 31 August 2024 and signed on its behalf

WHAT ON EARTH FOUNDATION

For the Period Ended 30 June 2024

Notes to the Accounts

		2024	2023
1	Grants Received		
	The trustees are grateful for the donations made during the year.	33,840	12,000
	Gift Aid	-	-
	Charitable Expenditure		
	Project work	17,017	9,994
3	Debtors		
	Donations promised	-	-

THE WHAT ON EARTH FOUNDATION

England & Wales - Charity number 1153814

Accounts

WHAT ON EARTH FOUNDATION

Report and Accounts

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Richard Atkinson

WHAT ON EARTH FOUNDATION

Independent Examiner's Report to the Trustees of What on Earth Foundation

For the Period Ended 30 June 2023

Respective responsibilities of trustees and examiner

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The trustees consider that an audit is not required for this year under Section 144(2) of the Charities Act (2011) (the 2011 Act) and that an independent examination is needed. The charity's gross income did not exceed £250,000 and I am qualified to undertake the examination by being a Fellow member of the Association of Accounting Technicians.

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Basis of independent examiner's report

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Signed: D Taylor-Mew

Derek Taylor-Mew, BSc, FMAAT
123 Park Lane
Harrow
Middlesex
HA2 8 NN.

Date: 31-Aug-23

Trustees' Report For the Period Ended 30 June 2023

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Trustees

Davis Falzani

Richard Atkinson

Main Activities

A number of visits to schools and organisations to provide educational enrichment.

Commencement of long term project to prepare educational resources.

Grants to organisations to enable extra curricular and family focussed educational activities.

Main Achievements during the year

Events were curtailed this year due to the Covid outbreak and school events not practical

Date: 31 August 2023

C Lloyd

WHAT ON EARTH FOUNDATION

Trustees' Report (continued)

For the Period Ended 30 June 2023

Reserves Policy

We aim to have a minimum of three months running costs kept in reserve to enable projects to continue during gaps in funding.

Signed:

Chairman Christopher Lloyd

Date: 31 August 2023

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WHAT ON EARTH FOUNDATION

Statement of Financial Activities

For the Period Ended 30 June 2023

		2023	2022
	Notes	£	£
Incoming Resources			
Grants received	1	12,000	12,000
Other income		-	-
Gifts received		-	-
Total Incoming Resources		<u>12,000</u>	<u>12,000</u>
<u>Resources Expended</u>			
Cost of Generating Funds			
Charitable Expenditure	2	18,733	9,994
Governance Costs		49	26
Total Resources Expended		<u>18,782</u>	<u>10,020</u>
Net (Outgoing)/Incoming Resources		<u>- 6,782</u>	<u>1,980</u>
Total Funds Brought Forward		12,060	10,080
Total Funds Carried Forward		<u><u>5,278</u></u>	<u><u>12,060</u></u>

All the company's activities in the above two financial years were derived from continuing operations. The company has no recognised gains or losses other than the income or expenditure for the above two financial years.

WHAT ON EARTH FOUNDATION

Balance Sheet at 30 June 2023

	Notes	2023 £	2022 £
Current Assets			
Cash at bank		5,300	12,060
Debtors	3	-	-
Current Liabilities			
Sundry creditors		22	-
Net Current Assets		5,278	12,060
Total Assets		<u>5,278</u>	<u>12,060</u>
Capital			
Funds		5,278	12,060
Total Capital		<u>5,278</u>	<u>12,060</u>

Approved

D Falzani

Date: 31 August 2023

Approved by the Board of Trustees on 31 August 2023 and signed on its behalf

WHAT ON EARTH FOUNDATION

For the Period Ended 30 June 2023

Notes to the Accounts

		2023	2022
1	Grants Received		
	The trustees are grateful for the donations made during the year.	12,000	12,000
	Gift Aid	-	-
	Charitable Expenditure		
	Charitable Contributions	15,919	9,994
	Project work	2,814	-
		-	-
3	Debtors		
	Donations promised	-	-

THE WHAT ON EARTH FOUNDATION

England & Wales - Charity number 1153814

Accounts

WHAT ON EARTH FOUNDATION

Report and Accounts

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Christopher Lloyd
Richard Atkinson

WHAT ON EARTH FOUNDATION

Independent Examiner's Report to the Trustees of What on Earth Foundation

For the Period Ended 30 June 2022

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Signed: D Taylor-Mew

Derek Taylor-Mew, BSc, FMAAT
123 Park Lane
Harrow
Middlesex
HA2 8 NN.

Date: 13-Sep-22

Trustees' Report

The **What on Earth Foundation**, was formally registered as a charity by the Charity Commission, number 1153814, on 16th September 2013 with objectives:

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Trustees

Davis Falzani

Richard Atkinson

For the Period Ended 30 June 2022

Main Activities

A number of visits to schools and organisations to provide educational enrichment.

Commencement of long term project to prepare educational resources.

Grants to organisations to enable extra curricular and family focussed educational activities.

Main Achievements during the year

Several hundred children and many teachers were engaged through the school visit program, mainly through grants to Curiosity Learning Ltd and to some schools direct.

Date: 13 September 2022

C Lloyd

WHAT ON EARTH FOUNDATION

Trustees' Report (continued)

Reserves Policy

We aim to have a minimum of three months running costs kept in reserve to enable projects to continue during gaps in funding.

For the Period Ended 30 June 2022

Signed:

Chairman Christopher Lloyd

Date: 13 September 2022

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WHAT ON EARTH FOUNDATION

Statement of Financial Activities

For the Period Ended 30 June 2022

		2022	2021
	Notes	£	£
Incoming Resources			
For the Period Ended 30 June 2022			
Grants received	1	12,000	6,000
Other income		-	-
Gifts received		-	-
Total Incoming Resources		<u>12,000</u>	<u>6,000</u>
<u>Resources Expended</u>			
Cost of Generating Funds			
Charitable Expenditure	2	9,994	200
Governance Costs		26	-
Total Resources Expended		<u>10,020</u>	<u>200</u>
Net (Outgoing)/Incoming Resources		<u>1,980</u>	<u>5,800</u>
Total Funds Brought Forward		10,080	4,280
Total Funds Carried Forward		<u>12,060</u>	<u>10,080</u>

All the company's activities in the above two financial years were derived from continuing operations. The company has no recognised gains or losses other than the income or expenditure for the above two financial years.

WHAT ON EARTH FOUNDATION

Balance Sheet at 30 June 2022

	Notes	2022 £	2021 £
Ended 30 June 2021			
Current Assets			
Cash at bank		12,060	10,080
Debtors	3	-	-
Current Liabilities			
Sundry creditors		-	-
Net Current Assets		12,060	10,080
Total Assets		<u>12,060</u>	<u>10,080</u>
Capital			
Funds		12,060	10,080
Total Capital		<u>12,060</u>	<u>10,080</u>

Approved

D Falzani

Date: 13 September 2022

Approved by the Board of Trustees on 13 September 2021 and signed on its behalf

THE WHAT ON EARTH FOUNDATION

England & Wales - Charity number 1153814

Accounts

WHAT ON EARTH FOUNDATION

Report and Accounts

For the Period Ended 30 June 2021

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Richard Atkinson

For the Period Ended 30 June 2021

Main Activities

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Commencement of long term project to prepare educational resources.
Grants to organisations to enable extra curricular and family focussed educational activities.

Main Achievements during the year

Events were curtailed this year due to the Covid outbreak and school events not practical

Date: 13 September 2021

C Lloyd

WHAT ON EARTH FOUNDATION

Statement of Financial Activities

For the Period Ended 30 June 2021

		2021	2020
	Notes	£	£
Incoming Resources			
For the Period Ended 30 June 2021			
Grants received	1	6,000	23,500
Other income		-	1,251
Gifts received		-	-
Total Incoming Resources		6,000	24,751
<u>Resources Expended</u>			
Cost of Generating Funds			
Charitable Expenditure	2	200	21,165
Governance Costs		-	-
Total Resources Expended		200	21,165
Net (Outgoing)/Incoming Resources		5,800	3,586
Total Funds Brought Forward		4,280	694
Total Funds Carried Forward		10,080	4,280

All the company's activities in the above two financial years were derived from continuing operations. The company has no recognised gains or losses other than the income or expenditure for the above two financial years.

WHAT ON EARTH FOUNDATION

Notes to the Accounts

		2021	2020
1	Grants Received		
	The trustees are grateful for the donations made during the year:		
	Gift Aid	6,000	23,500
		-	1,251
For the Period Ended 30 June 2021	Charitable Expenditure		
	Charitable Contributions	-	21,165
	Family Activities	200	-
	Project work	-	-
3	Debtors		
	Donations promised	-	-