



**HOPE FOR  
THE FUTURE** 

# Annual Report

January–December 2024

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Dear supporters and friends,

2024 reminded us how fragile progress on climate can be. Average global temperatures reached 1.5°C above pre-industrial levels for the first time, with extreme weather and biodiversity loss harder to ignore. At home, a new government promises more action – but the political will to follow through still feels uncertain.

Hope for the Future met this moment by doing what we do best: helping people speak up! This year, over 3,700 individuals took part in our work. We delivered 88 workshops, supported 181 engagements with elected representatives, and helped secure 55 concrete commitments on climate and nature. Whether working with asylum seekers, football clubs, or first-time campaigners, we showed what's possible when people feel heard – and have the tools to act.

But it wasn't just about delivery. We also focused on building our resilience and vision for the future. As our core funding from the Quadrature Climate Foundation came to an end, we secured new multi-year grants from the Esmée Fairbairn Foundation and the National Lottery, grew our income from partnerships, and signed our first local authority contract. We welcomed six new trustees, expanded our senior leadership team, and prepared to launch our next strategy: *Communities for the Climate*.

It's been a year of adapting, learning, and steadying the ground beneath us. I'm proud of how the team has done that while continuing to deliver such meaningful work. Thank you to everyone who's supported us – you're helping keep climate advocacy hopeful, focused, and rooted in community.

Best wishes,  
Jonny Exon  
Chair of Trustees

A handwritten signature in blue ink, appearing to be 'J Exon', written in a fluid, cursive style.

# Objectives and Activities

02

Hope for the Future bridges the gap between communities and policymakers to catalyse vital policy change for people, the climate and nature, and create a fair, inclusive and healthy world for all.



## We believe

that the voices of communities must be central to the political decisions that impact their lives, environment, and futures.



## Our vision

is a future where communities and politicians collaborate effectively to ensure a fairer world where people, the planet, and nature can thrive.



## Our purpose

is to provide communities with the education and support they need to engage constructively with their politicians, such as MPs and local Councillors, translating their experiences and ideas into tangible policy action.





## Why we're needed

The climate and nature crises are among the most pressing challenges of our time, intersecting with critical issues like housing, healthcare, and social justice. Tackling these challenges head-on offers communities a path to a healthier, more equitable future. However, the clock is ticking, and the UK is currently off track to meet its 2030 climate and nature commitments.

We're now entering a critical window to change this. With bold action, the UK government has the potential to lead on the global stage by meeting—or even exceeding—its 2030 targets. Success, however, hinges on collaboration with

communities across the nation, ensuring that democracy remains accessible and inclusive so that climate and nature solutions benefit everyone.

Yet, climate campaigning often struggles with fractured efforts and confrontational tactics. This has led to strained relationships between constituents and their representatives, resulting in communication breakdowns and missed opportunities for progress. These barriers must be addressed to foster constructive dialogue and unlock the collective action needed to drive transformative change.



# Achievements and performance in 2024

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## We empowered communities at scale

3,743

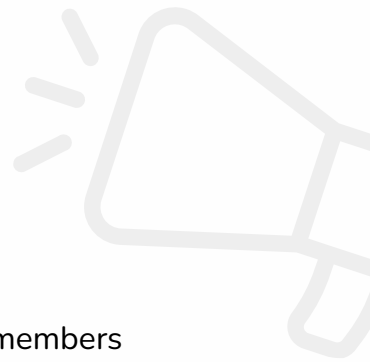
individuals trained and engaged through our workshops, advocacy support, and events.

1,246

people attended workshops, with 87% feeling more confident engaging their politicians afterward.

121

community members received bespoke, hands-on advocacy support from our Policy and Engagement team.



## Driving political change

181

direct interactions between politicians and constituents were facilitated by Hope for the Future, restoring trust and dialogue.

55

climate and nature 'asks' delivered to MPs, all resulting in political commitments, varying from Labour pledging to review the Environmental Improvement Plan and ratify the Global Oceans Treaty, to MPs agreeing to submit for parliamentary debates.

The Climate and Nature Bill re-entered Parliament, thanks in part to our Train the Trainer programme and grassroots mobilisation.

35

additional MPs backed the Bill following our interventions.

## Mobilising a nation during the general election

- **Pivoted our strategy** to meet the snap general election, **mobilising hundreds within weeks**
- **Supported 20 public events** and hustings across the UK, **reaching 1,273 people** and **engaging 26 parliamentary candidates**
- We supported the Common Grounds Day of Action, **leading to 500+ people pledging to meet their MP**—many for the first time ever.

## Amplifying our sector

- We **supercharged over 25 partner campaigns** with tailored advocacy support
- **Delivered political training to staff teams at major NGOs** including Friends of the Earth and National Trust
- **Doubled income from paid partnerships** and **secured our first local authority contract**.

## Elevating the climate conversation

- **Reached thousands through strategic media**, including Channel 4 coverage, a viral Day of Action video, and MP interviews
- **Launched innovative tools like our Policy Pledge Tracker**, putting democratic accountability in public hands.

## Creating space for unheard voices

- Delivered **tailored support to 25+ grassroots organisations** representing diverse communities: from young campaigners to People of Sanctuary and diaspora groups
- **Piloted a creative training model** using theatre techniques with asylum seekers and refugees, boosting their political confidence
- **Partnered with Muslim Charities Forum, Mums for Lungs, and SOS-UK** to empower voices typically excluded from climate advocacy.





# Overview

2024 was a general election year, a crucial and important moment for communities across the UK to put climate change at the top of the agenda. The election announcement led us to pivot our annual strategy and accelerate our mobilisation plans by three months. Despite the challenge, it was an exceptionally successful year for Hope for the Future (HFTF), marked by expanded reach, meaningful engagement, and tangible grassroots-driven policy change for the climate and nature crises.

Building on over a decade of success, we leveraged the election momentum to extend our impact, training and engaging 3,743 individuals in our unique relationship-based approach to political advocacy. Our Policy and Engagement Team provided hands-on, tailored support to 121 communities, facilitating 181 direct engagements with politicians and parliamentary candidates, leading to concrete commitments from politicians.

We worked to bolster the advocacy capacity of the broader climate and nature movement, supporting over 20 new and long-standing campaigns to increase their political impact through stronger engagement.

This year, our efforts directly contributed to the Climate and Nature Bill re-entering Parliament, MPs committing to back a variety of bills, and communities rebuilding vital relationships with their

representatives after years of breakdown and friction.

To expand our reach and influence, we partnered with organisations such as Global Justice Now, Contact, and Shared Future, refining our approach to better serve diverse audiences with varied needs and lived experiences. This focus on inclusivity and adaptability is a cornerstone of our ongoing work, and we are excited to grow it further as we enter a new strategic phase in 2025.

Financially, 2024 was a year of financial transformation, putting into practice the plans we had set ourselves for financial diversification. We doubled our income from paid services, secured our first local authority contract, and increased contributions from high-level donors. Additionally, our investment in external communications, including a website refresh and enhanced supporter journey, has significantly boosted awareness and reach.

None of this work would have been possible without the generosity of our funders. A huge thank you to everyone who has invested in our work, with special thanks to the Samworth Foundation, the European Climate Foundation, Quadrature Climate Foundation, Joseph Rowntree Charitable Trust, the Maingot Charitable Trust and the Esmée Fairbairn Foundation.

Reflecting on these achievements, we are proud of the progress made and



energised by the opportunities ahead. As we move forward, we remain committed to empowering communities, fostering meaningful connections with politicians, and driving impactful action for a sustainable future.



## Training Delivery

### Training Workshops and Results

At the heart of Hope for the Future's work is our training programme, rooted in building meaningful relationships with politicians. In 2024, we scaled up our training efforts significantly, reaching a larger and more diverse audience than ever before.

*"Thank you all so much for this evening. I have learnt loads and feel I have the tools I need to talk to my MP."*

*"Really great advice. Some very clear and actionable points, like saying thank you to your MP. It makes me realise I could have been engaging much more effectively!"*

Training is the first step in the Hope for the Future supporter journey. Every case study in this report began with attendance at one of our sessions, where participants learned foundational principles for effective engagement with politicians.

This year, we delivered 88 workshops - double the number from the previous year - reaching over 1,200 attendees. Our impact was clear:

- 87% of participants felt more confident engaging with their politicians after attending.
- 95% rated our training 8 out of 10 or higher.

We also continued to offer our free monthly online training, Your Voice Heard, providing accessible Zoom sessions for anyone looking to develop skills in political advocacy.

### Training Testimonials

Here's what participants had to say about our training in 2024:

*"I found that quite inspiring, thank you. After getting nowhere with my MP in the past...from what you have said I do feel inspired to try again."*

*"I feel like I have a much clearer understanding of how a new parliament works and the opportunities that can throw up for climate action."*

# Impact Story: Mums for Lungs training workshop

**“It made me really think about how to approach my new MP, and also how I've gone about it in totally the wrong way with my previous MP and local councillors. I feel I have more confidence to do this better this time!”**

In July 2024, just two weeks after the general election, we partnered with Mums for Lungs to deliver a bespoke training workshop addressing a skills gap their members identified in engaging politicians on air pollution issues. The session brought together 25 mums from across the UK and provided a step-by-step guide on how to:

- Set up productive meetings with MPs.
- Prepare effectively for discussions.
- Craft tailored “asks” based on MPs’ responsibilities in Parliament.

The workshop helped attendees recognise why their previous conversations with politicians hadn’t been as effective and equipped them with a clear, structured approach to future engagements.

**100% of attendees** reported feeling more confident engaging their MP on climate issues after the session.

One immediate success has been our continued support for Mums for Lungs members in Winchester, where they are working to influence their newly elected MP, Danny Chambers. Together, they are advocating for bold action on cleaner air, including supporting a proposed School Streets scheme and leveraging his position in the parliamentary bill ballot to champion the Clean Air Bill.

# Train the Trainer

To expand our reach and amplify impact within underrepresented groups, we developed a new Train the Trainer model. This innovative approach empowers grassroots campaigners to lead their own training sessions on effective democratic engagement, building capacity and fostering leadership within communities.

We understand that it's not always appropriate for Hope for the Future to lead every session. Research highlights that people are more likely to connect with trainers who share their lived experiences, cultural context, and community identity<sup>1</sup>. With this in mind, we created a comprehensive three-part programme designed to equip leaders from underrepresented groups with the skills and resources they need to deliver impactful, community-centred training.

The programme prioritises flexibility, enabling trainers to adapt their approach to suit the unique needs and dynamics of their communities. This ensures the sessions are not only relatable but also inclusive and effective in driving meaningful change. By investing in this model, we are contributing to the development of a stronger, more diverse climate and nature movement that better represents the voices of all communities.

In 2024, we piloted this programme with Zero Hour and their campaigners advocating for the Climate and Nature Bill. The collaboration demonstrated the power of localised leadership, with community-based trainers inspiring tailored and impactful advocacy efforts. Read on to learn more about the outcomes and the lasting impact of this work.

<sup>1</sup> National Center for Biotechnology Information (NCBI) Bookshelf (2023), Sula Hood, Brittany Campbell, and Katie Baker, Culturally Informed Community Engagement: Implications for Inclusive Science and Health Equity



# Impact Story: The Climate and Nature Bill re-entered parliament

In September 2024, the Private Members Bill ballot was drawn in parliament. This is where Members of Parliament (MPs) whose names are drawn from the ballot can introduce a bill of their choice into parliament. Those who are drawn in the top 7 are most likely to progress their bill into law.

Roz Savage, Liberal Democrat MP for South Cotswolds was drawn third in the ballot. Zero Hour, one of our partners, quickly identified Roz as a likely supporter of the [Climate and Nature Bill](#) (CAN Bill). They engaged Hope for the Future to do some targeted work with constituents both in her constituency, as well as their campaigners nationally to increase the chance of the CAN Bill making it into parliament.

**On the 10th October, Roz Savage MP selected the Climate and Nature Bill as her Private Members Bill Ballot choice.**

One of Roz's big reasons for backing the bill was **how many constituents she heard from calling for her to choose the climate and nature bill**





# Train the Trainer Programme

To maximise impact and help more people across the UK ask their MP to encourage Roz Savage (and others) to support the CAN Bill, we developed a Train the Trainer model. This approach empowers campaigners to both engage their own MPs and train others in their communities, helping the campaign grow and reach more people.

**15 Zero Hour Campaigners based across the UK signed up to join the programme, going on to train many more people. The team said:**

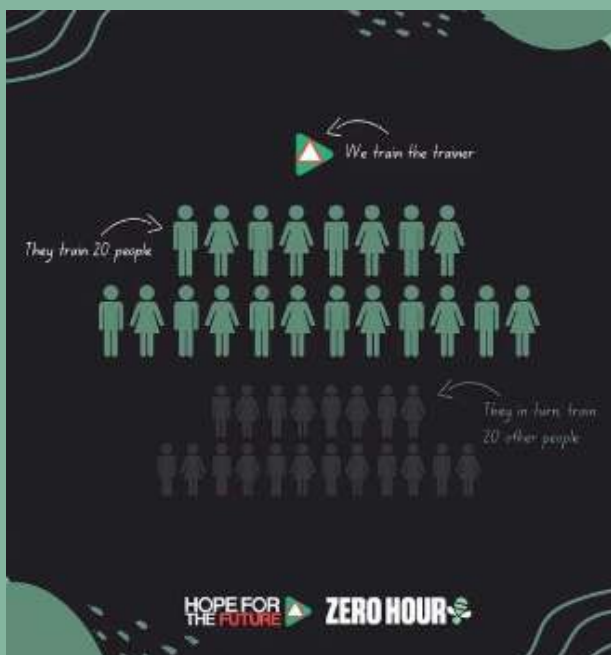
“We instantly saw results as campaigners used their new knowledge and skills to directly engage politicians. We saw impressive results in terms of campaigners engaging with politicians, but also with campaigners engaging with one another and the campaign itself.”

“I now know how to prepare to engage with an MP and build a working relationship with them, and with Hope for the Future's resources, I will be able to train others to do likewise. Thank you, HFTF!”

**During the period of our support, the number of MPs supporting the Bill rose from 132 to 175**

Our three part train the trainer course covered:

- **Researching politicians and building relationships** – understanding MPs' priorities, building rapport, and creating a foundation for collaboration
- **Making a political impact** – finding common ground with MPs and creating SMART asks (Specific, Measurable, Achievable, Relevant, Timely)
- **Sharing your skills** – equipping campaigners to train others through facilitation and planning.





## Targeted support in South Cotswolds

Hope for the Future's team ran a tailored workshop specific to constituents in the Cotswolds area, focusing on influencing Roz Savage MP on the CAN Bill. The session, delivered collaboratively with Zero Hour, focused on strategies for finding common ground with Roz, as a newly elected MP, and how to frame the request for her to back the Bill in a way which resonated with her and her background. Members of the group went on to successfully meet Roz Savage, their new MP using the techniques provided.

## What happens next?

Now that the CAN Bill is back in parliament, it will pass through the House of Commons, to the House of Lords, and if successful, will reach the King to be ratified into an 'Act' and become law. Hope for the Future will be supporting constituents to ask their MPs to attend the first reading of the Bill to show support, whilst also supporting the Bill throughout its journey to becoming law.

For us at Hope for the Future, we'll be learning from this success in rapid mobilisation via train the trainer and targeted support to increase impact. **The expected results....more constituents across the UK having genuine impact for climate and nature policy.**

# Bridging the Gap between Communities and Decision Makers

Following our training sessions, we encourage and support attendees to get in direct contact with their politicians, with the aim of securing a commitment. In 2024, we facilitated direct interactions between communities and 181 politicians, including MPs, MSPs, councillors, and parliamentary candidates during the general election. These engagements spanned online and in-person meetings, events, letters, and workshops, creating invaluable opportunities for dialogue and action.

Beyond direct support, we empowered many more community members to engage with their MPs through light-touch training, actionable advice, and research. This included the provision of 39 Tailored Influencing Plans (TIPs), which helped craft 55 'asks' on climate and nature topics that were all presented to politicians.

Our work reached every corner of the UK, from the Highlands to Essex and beyond, demonstrating the broad relevance and impact of our mission. By bridging the gap between communities and decision-makers, we're ensuring that voices from all walks of life contribute to shaping climate and nature policy.



**"I'm impressed by the way Hope for the Future is facilitating meetings between MPs and their constituents. This dialogue is so important as we generally get a very biased view of politics and this brings a much greater understanding that we are all working together for a fairer and more sustainable world."**

**Hope for the Future Trainee, 2024**



# Impact Story: In conversation with Nadia Whittome MP

In October 2024, we launched a new initiative: a series of public interviews with politicians designed to demystify the engagement process and provide practical guidance on how to make the most of constituent meetings. These interviews, available online, aim to increase awareness of effective advocacy strategies while fostering greater understanding of decision-makers' perspectives.

For the inaugural session, we were thrilled to interview Nadia Whittome MP live from her Westminster office. Nadia shared her insights on the importance of building relationships with constituents and reflected on the value of Hope for the Future's approach. The event was live-streamed to YouTube, where it was watched by 201 people in real-time, with 63 additional views since the recording was made available.

Feedback from partners such as Results UK, Warm This Winter, and The Climate Coalition has been overwhelmingly positive, praising the event's innovative style, practical content, and sector-wide value. One partner described it as a truly unique and impactful resource for the climate and nature advocacy community.

Looking ahead to 2025, we are excited to expand this series, bringing more politicians into the conversation and continuing to narrow the gap between communities and their decision-makers. By fostering these connections, we aim to empower citizens and drive meaningful progress on the climate and nature crises.





# Pre-Election Mobilisation

The unexpected UK general election in June 2024, four months earlier than anticipated, posed a significant external challenge for Hope for the Future. To adapt, we pivoted rapidly, reshaping strategies, strengthening partnerships, and launching a robust mobilisation campaign to ensure that climate and nature remained central to public and political discourse. Despite the accelerated timeline, we successfully

delivered a UK-wide program of cross-sector events, positioning these issues at the forefront of the election and the new government's critical first 100 days.

During the pre-election period, we supported four hustings events, engaging 655 constituents and 26 parliamentary candidates. These events were pivotal in driving meaningful discussions between communities and their politicians, and all lay the groundwork for ongoing conversations with decision makers post election.

## Big Climate and Nature Debate, Chester

On June 17th, 2024, HFTF partnered with Chester Zoo, The Wildlife Trusts, and Wildlife & Countryside Link to host the UK's only nationwide hustings dedicated to climate and nature. Held at Chester Zoo, the debate brought together key political figures, including the Nature Minister and the Shadow Nature Minister, alongside leaders from the Liberal Democrats and the Greens. The event also attracted local business leaders and representatives from the local authority. The event attracted over 100 community

members who actively participated in shaping the discourse by submitting questions in advance. Our role in sifting these questions ensured a focused and impactful discussion. The debate yielded significant political commitments, with Labour pledging to review the Environmental Improvement Plan and ratify the Global Oceans Treaty. Channel 4's coverage of the event amplified its reach and after, we worked with an artist to creatively communicate these recommendations with national-level politicians.



# Impact Story: Harnessing creative expression to reclaim political agency in Holborn and St Pancras

The Climate and Nature Hustings in Holborn and St Pancras, organised by a coalition of organisations including Hope for the Future, CPRE, Parents for the Future, the Women's Institute, ZSL, Trees for Cities and Camden Green Air, responded directly to a sense of political disillusionment among local residents. As the parliamentary constituency of Keir Starmer, the presumptive next Prime Minister at the time, Holborn and St Pancras held significant political weight. However, Starmer's perceived inaccessibility and lack of visibility in local environmental discussions had left many in the community feeling disconnected from the political process.

Recognising that many constituents felt overlooked by their MP and national leaders, we sought to offer the community a new way to engage politically. Rather than relying on direct access to Starmer, the event encouraged attendees to develop relationships with his office, local Labour councillors and other local representatives, helping them find alternative ways to influence local and national policies.

The event, held at the historic St Pancras New Church, was attended by 120 local residents eager to discuss climate and nature with the candidates.

In addition to sifting questions and shaping the event design, Hope for the Future ran a unique community engagement piece aimed at giving local residents a creative outlet for their concerns.

Participants were invited to submit personal priorities for climate and nature action, either in written form using sticky notes or through voice recordings. These submissions captured a wide range of concerns, from air quality and biodiversity to the impacts of climate change on future generations.

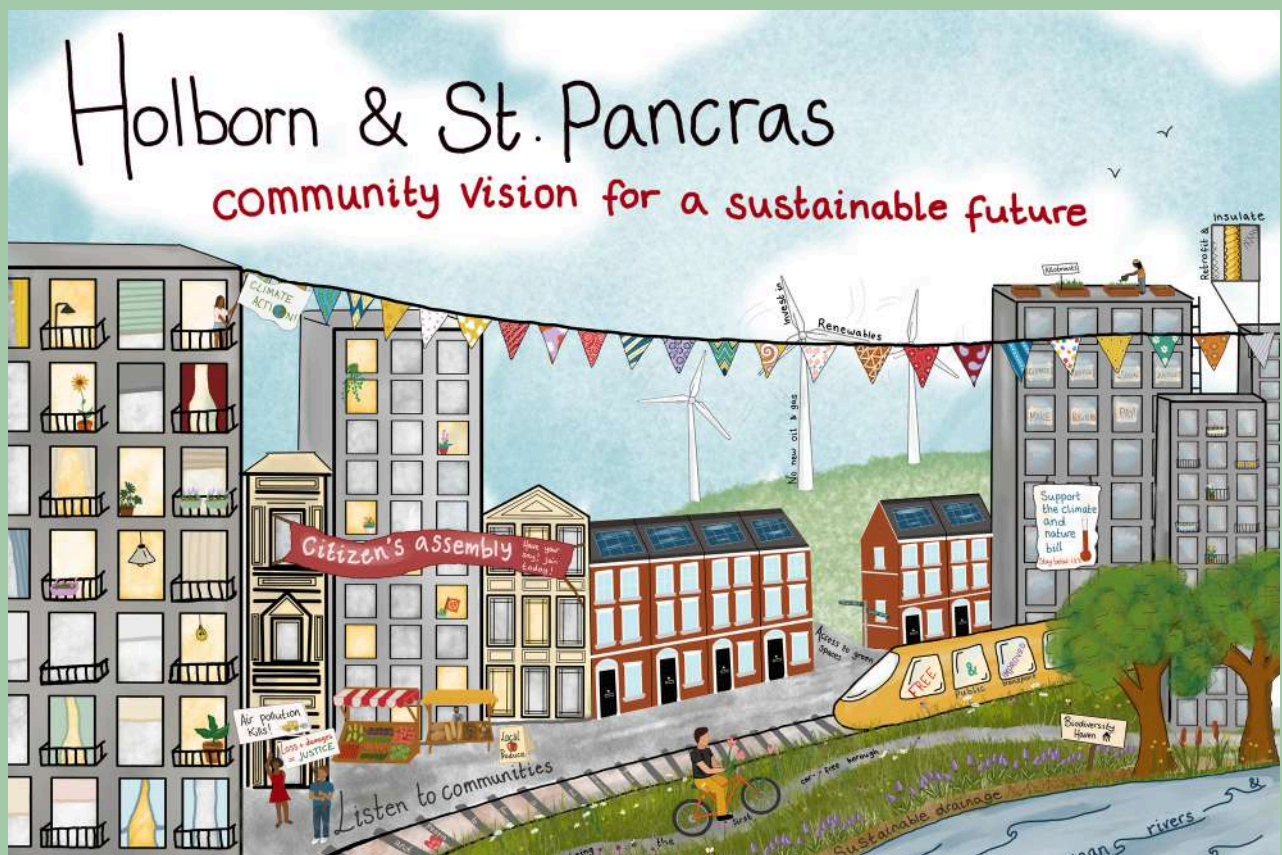
The most innovative aspect of this engagement was the transformation of these personal priorities into artwork and soundscapes. By turning the community's concerns into visual and auditory forms, Hope for the Future offered residents a new way to amplify their voices in the political sphere. The artwork was designed to be shared with the incoming MP, their staff and other local decision makers, creating a powerful, tangible expression of local priorities.

This approach was vital in addressing the community's feelings of disempowerment. Hope for the Future's strategy helped residents reclaim their political agency by focusing on what they could control,

engaging with local government and building relationships with accessible representatives. The creative process of turning personal concerns into art empowered the community, making their voices not only heard but seen and felt. Local media outlets covering the event described it as *"an effective indication of widespread public desire for rapid, increased climate action,"* highlighting the resonance of the public's creative and political engagement. The combination of artwork and soundscapes allowed local residents to express their priorities in a way that traditional political discourse often fails to capture, fostering a sense of ownership over the climate conversation.

Ultimately, the Climate and Nature Hustings showcased how communities can find alternative ways to engage with politics, even when key figures like their

MP are unavailable. By facilitating creative expression and encouraging residents to build relationships with local representatives, Hope for the Future helped turn a disempowered constituency into an empowered, active community ready to advocate for meaningful change.





# Impact Story: The Big Wirral Environmental Debate

**“We were very pleased with the attendance. It seemed like a full house and a good range of age groups. We were also pleased to work with the partner organisations and hope that may continue. The event also enabled us to spread our reach to new Wirral residents.”**

The Wirral Environmental Network (WEN) are a charity that works to educate on climate and nature issues on the Wirral. They had seen a lack of engagement from politicians across the area with their work and the wider environmental concerns of the local area. With the 2024 general election, they saw a unique opportunity to get the environment higher on the agenda of local politicians. However, the logistical planning was too much for a local charity of their size and they didn't feel confident about engaging with politicians to support the event. Therefore, they reached out to Hope for the Future.

Hope for the Future provided comprehensive event support for WEN in preparing the Big Wirral Environmental Debate, a debate event including prospective parliamentary candidates (PPCs) from across the Wirral area (Birkenhead, Wallasey, Wirral West, and Ellesmere Port and Brombrough). Hope for the Future helped source a venue, hosts, tech, marketing and written resources for the event. Additionally, they helped prepare and develop invitations for all local PPCs from all parties and coordinated with trustees of WEN to deliver them in a way that maximised the chance of their attendance. Hope for the Future also provided ongoing support and guidance throughout the preparation.





The event ran a week before the 2024 election and 145 local residents attended to talk with 11 PPC's from the Green Party, Liberal Democrats, Workers Party, and Freedom Alliance. Hope for the Future then supported WEN to share the key themes of the discussion with all who were invited, allowing the asks raised from the event to be actioned by the elected representatives post-election.

The Wirral Environmental Debate had a fantastically positive response from attendees and allowed WEN to grow its network of local people and groups, develop its relationship with local politicians and grow in confidence in their ability to engage local politicians on climate issues. Following this event, WEN have gone on to reach out to all the successful candidates to arrange roundtable events to discuss the most urgent climate issues.

**“[Hope for the Future’s support] has been fantastic from the very beginning. Everything was done so efficiently with your planning system, despite the rushed election date. Dave and I were confident that you would reply and deal with any queries promptly, even when it was me not thinking things through, or acting before asking [...] WEN certainly couldn’t have organised the event without you.”**



# Impact Story: Crookes Hustings, Sheffield

We supported a local hustings in Yorkshire held on June 27th, which brought together eight candidates from two constituencies and attracted over 200 members of the local community. The event featured a dynamic debate on climate and nature issues, resulting in a series of compelling demands for the candidates. This hustings not only amplified the community's voice but also laid the groundwork for continued political engagement. We have already begun our work supporting this same group to meet their new MPs post-election, ensuring that the momentum built translates into tangible political commitments and actions.

## Post-Election Mobilisation

The 2024 general election ushered in a historic political transformation, with 330 new MPs and a Labour landslide securing 412 seats, a clear mandate for change. Labour's new government has committed to the most ambitious climate agenda ever proposed by an incoming administration, elevating clean energy and climate action to the forefront of national priorities. Flagship initiatives like the Clean Air Bill and Energy Bill underscore this transformative shift, complemented by a renewed push for closer alignment with European climate goals.

This pivotal moment has sparked heightened interest from MPs in collaborating on climate issues, creating unprecedented opportunities for Hope for the Future to amplify its mission. By the end of 2024, our primary goal was to ensure these new decision-makers heard and acted on bold, equitable climate policies from the outset. We've been working hard to lay the groundwork for long-term relationship building while seizing this pivotal moment.

Whilst we've faced hurdles with an unprecedented amount of new MPs all needing to set up offices from scratch, recruit staff and discover their political voice, we've worked in partnership to make a broader impact as quickly as possible.

# Impact Story:

## Common Grounds

### Day of Action 12th November

One of our most significant post-election achievements was spearheading a rapid-response national training and support programme leading up to The Climate Coalition's National Day of Action for Climate and Nature on October 12, 2024. This event, part of the Common Grounds campaign, united thousands of people across the UK to meet their MPs and demand immediate action on climate and nature.

With a historic turnover of MPs and Labour prioritising climate action in its top five objectives, this moment represented a unique chance to secure transformative changes. Our efforts focused on:

#### **Empowering Constituents with Training and Resources**

We provided tailored training to over 200 individuals nationwide, equipping them with the skills and confidence to engage their MPs effectively. Participants advocated for bold climate policies in ways that aligned with the national campaign while remaining deeply rooted in their community's priorities.

#### **Engaging New Voices**

This year's Day of Action expanded beyond traditional climate advocates, mobilising families, sports fans, underrepresented communities, and others less likely to participate in environmental campaigns. By highlighting the universal benefits of climate action, from improving public health to revitalising local parks, we broadened our reach and cultivated a more diverse, inclusive movement.

#### **Coordinating Widespread Engagement**

Through our pledge drive, highlighted at all our training workshops, we encouraged over 500 individuals to meet their MPs, amplifying grassroots actions into a unified national voice. By aligning local efforts with overarching campaign goals, we ensured





every interaction contributed to a cohesive push for transformative climate and nature policies.

### Aligning National and Local Messaging

In partnership with The Climate Coalition, we crafted a compelling narrative that empowered communities to tailor their conversations with MPs while reinforcing a unified message: decision-makers must demonstrate leadership on climate and nature, shaping a legacy that defines their tenure.

### Boosting Awareness through Media

Our media strategy included the production of a powerful promotional video and outreach campaigns to inspire wider participation. These efforts amplified the Day of Action's visibility and underscored the urgency of climate action, making the campaign resonate on a national scale.

## Highlights from the Day of Action

### Liverpool Climate Champions

Throughout 2024, we partnered with *Read Now Write Now* to inspire young people across Merseyside through a creative writing initiative. Primary school students explored the climate crisis and wrote stories featuring decision-makers as agents of change, following training from Hope for the Future.



The project culminated in a celebratory event on October 12th, where 86 attendees, including the young authors and their families, gathered to share their achievements. Ian Byrne MP delivered an inspiring speech on how young voices influence his work, and children presented their stories, now published in an anthology distributed across Merseyside libraries to inspire future generations.





### Willaston Football Welly Match

Highlighting the impacts of climate change on local sports, we supported Willaston U13s in organizing a unique football match played entirely in wellies. The event, attended by players, families, and local MP Samantha Dixon, attracted local and national media coverage, including *Match of the Day*.

Callum, a Willaston FC player, remarked on the rising number of cancelled games due to poor weather: “We want the local government to help us out, putting more funding into it so we can have more chances to play.” We are now supporting the team in follow-up discussions with Samantha Dixon to secure commitments for local funding and climate resilience.



### Clive Betts MP Meeting, Sheffield

On October 12th, we facilitated a productive meeting between Clive Betts MP and constituents in Sheffield. Discussions focused on expanding the government’s Warm Homes Plan to include improved access to grants and support for homeowners. Clive agreed to submit a written question to Ed Miliband MP, investigating current efforts to make Warm Homes funding more accessible.

This initial engagement marks the beginning of a promising relationship with Clive Betts, as we continue to collaborate on pushing for more ambitious climate commitments and ensuring sustained progress.



# Supercharging Campaigns: A Resource for the Sector

**By working in partnership, we support climate and nature campaigns at all scales to succeed.**

At Hope for the Future, we believe that effective partnerships are key to driving impactful climate and nature campaigns. In 2024, we deepened our capacity to support partner organisations at every scale, while solidifying our reputation within the environmental NGO community as leaders in delivering political impact. We've focused on enabling campaigns to achieve tangible political outcomes through:

- **Grassroots training and support:** Equipping grassroots campaigners with the skills and confidence to influence politicians effectively from the constituency level, complementing the "inside track" efforts of larger organisations
- **Accelerating outcomes:** Supporting campaigns to secure bigger, faster wins by empowering a network of skilled advocates who can translate local concerns into actionable political conversations
- **Bespoke advocacy support:** Providing tailored guidance to campaign organisations, addressing their unique goals and contexts to amplify their influence

## Strengthening our operations and sustainability

In 2024, we undertook a strategic evaluation of our approach to maximise our impact for the sector while ensuring long-term sustainability for our organisation. Key initiatives included:

### Expanding our services:

We significantly broadened our offerings beyond our historic tailored training programs. New contracts have included:

- Crafting written guides to support campaigns.
- Training staff teams and membership bases of partner organisations.
- Leading bespoke research tailored to specific campaign goals.
- Delivering community manifesto workshops to align local action with national objectives.
- Piloting "Train the Trainer" programmes to build internal capacity within partner organisations.
- Facilitating speaker appearances and hosting impactful parliamentary events.

### Developing comprehensive service documentation:

To better communicate our expanded offerings, we created detailed service documents and price lists. These resources ensure potential partners fully understand the breadth of support we can provide, making it easier to collaborate and align on shared objectives.



### **Enhancing internal systems and efficiency:**

We introduced robust mechanisms to streamline project reporting and management, allowing us to better track progress across multiple small project funds from partners.

### **Recruiting a dedicated Partnerships Manager:**

Recognising the importance of strategic collaborations, we consolidated our communications and fundraising teams and hired a dedicated Partnerships Manager. This role focuses on fostering and expanding relationships with partner organisations, ensuring mutual growth and amplified impact.

**“It was incredibly helpful – and I know that there are some tips and tricks from the first half that our campaigners are going to use for taking forward our political advocacy work centrally, and in our support to the grassroots network.**

**The second half was a really valuable discussion taking things forward for the two different campaign areas.”**

– Friends of the Earth Campaign Manager, after receiving a staff training workshop from Hope for the Future, held at their offices in Wandsworth





# Impact Story: Nature Neighbourhoods, National Trust

## Nature Neighbourhoods

Thousands of people across the UK contributed to the [People's Plan for Nature](#). One of the key things to have come out of it was that **people want to take action for nature in their own communities**, and to hold themselves and others to account. Nature Neighbourhoods, a partnership project between the RSPB, WWF and National Trust, was a direct response to this call, supporting communities to co-design an action plan for nature in their neighbourhoods, based on local needs and priorities.

Hope for the Future are delighted to be working with 18 local organisations based in 18 communities across all 4 countries of the UK, to help gain political support for their local nature solutions.

### Focus Groups

Given each of the 18 organisations is based in a different location, doing different work, we shaped the programme to fit the needs, starting points, and objectives of each community organisation. We began with a listening phase of 2 focus group-style workshops to understand the starting points and needs of each organisation and their volunteers, members, and staff. We then developed a tailored action plan based on the identified needs.

Read more about how we're supporting some of the organisations below.



Earth in Common, Scotland works to tackle the broken food system and climate change locally, nationally and internationally, running many local outdoor community spaces for food growing. **We're supporting the team to run a roundtable event with different stakeholders and key figures within the City of Edinburgh Council, to showcase Earth in Common's vital work and highlight all they do for their community.**



PLANED, in Wales, take a community led approach to rural development, bringing together stakeholders to support innovative development. They are in the planning stages for a new community orchard project so we'll be supporting them through a public consultation process whilst also supporting with securing community and stakeholder buy in.



Both Real Ideas and Zebra Collective work hard, alongside deprived communities in Plymouth, to create better, greener neighbourhoods. They've faced some blockages within the local council, leading to frustrations. **We're supporting with a community training workshop about how to engage effectively with Plymouth Council, enabling the groups to share their approaches with each other, as well as facilitating a 'community manifesto' workshop where we'll work on a community-led action plan for nature, before crafting actionable steps to make it happen.**



Mafwa Theatre is a community theatre company bringing refugees, asylum seekers and settled communities together in Leeds, running outdoor workshops and community gardening programmes. They've struggled to get fair advocacy from the council in their local work on a community garden. **We're supporting the group to develop their council relations and create faster and more familiar processes to request what they need to steward their community space, by running a roundtable event with important council contacts to bring people together on a fresh footing.**



Manchester Urban Diggers (MUD) make beautiful gardens in urban spaces, where people grow, cook and eat delicious, healthy food together. We're supporting the team at MUD to secure more longevity for their community garden by working closely with the local authority on a lease issue. **We're providing bespoke support to enable them to build new relationships with key councillors who could act as advocates for the work of MUD within council agendas, whilst also creating an action plan for the team at MUD to develop stronger connections at the Combined Authority leading to regional policy change for food and nature.**

# Impact Story: Nature Friendly Farming Network

Thanks to the Samworth Foundation, we have continued our multi-year partnership with the Nature Friendly Farming Network (NFFN), whose mission is to make nature friendly farming mainstream. We launched this programme of support by running an online training session and complementary resource in August 2024 which explored the fundamentals of our relationship based approach pertaining to MPs with a specific farming focus, and included the context of the 2024 General Election. With the early election announcement, we have pivoted plans away from running a series of farming-focused hustings to instead organising a series of farmer roundtables and farm walkarounds post-election. These roundtables are due to take place in the first few months of 2025, in Devon and Cumbria, and we look forward to the outcomes.

## Increasing our financial resilience through paid partnerships

This year, we delivered against our ambitions to increase our financial resilience through diversifying our income. We set a target of £17,000 of income from paying partners - paying for our services and staff time to support their campaigns. At the end of the year, we're pleased to report partner income of £40,000. With further investment and a targeted plan in 2025, we anticipate further growth in this income stream.

We know that HFTF's model is at its most effective in achieving policy change when working in concert with a range of other groups to align specific policy asks with a campaign.

## Demonstrating constituency mandate through events

Engaging community members in events is a great way to raise awareness on climate and nature. Local events can help to bring climate change home and can be instrumental in showing politicians a diverse constituency mandate.

In 2024, we supported and organised a total of 20 events, reaching a total of 1,273 people. We delivered many of these events in partnership, drawing on key strengths of other organisations, and utilising their community contacts for broader reach.



# Impact Story: Southampton Citizens Assembly Panel Event

In 2024, Jeremy Brown, a student from Southampton, aimed to influence his Labour MP, Alan Whitehead, to back a stronger climate plan ahead of the general election. Despite prior experience engaging MPs, Jeremy struggled to build broader momentum for political change. Seeking support, he turned to Hope for the Future.

Recognising the local political dynamics, Hope for the Future advised Jeremy to focus on Alan Whitehead's likely successor, Satvir Kaur, Labour's candidate and former Southampton Council leader. Satvir's involvement in the Southampton Climate Citizen's Assembly, a forum promoting ambitious climate and nature policies, offered a strategic opportunity for alignment and area of **common ground**.

With Hope for the Future's guidance, Jeremy helped organise a November 2025 panel event on the potential of Citizen Assemblies in driving climate action. Speakers included Satvir Kaur MP, representatives from Southampton Council, Southampton University, and Zero Hour, the campaign behind the Climate and Nature Bill.





Grace Compton  
Dr Amy McDonnell  
Satvir Kaur MP  
Professor Matt Ryan  
Cllr John Savage

The event was a success, fostering dialogue and highlighting public support for Citizen Assemblies and robust climate policies. **Shortly after, Satvir Kaur committed to backing the Climate and Nature Bill in parliament.** For Jeremy, the experience was transformative, boosting his confidence and equipping him to lead impactful climate initiatives as he continues his fight for climate justice.

“Previously I had been meeting my MP, one to one, to discuss climate issues. But Hope for the Future gave me inspiration about the power of bringing together bigger groups of people to highlight the size of constituency support for climate policy. Thanks to their amazing support, a panel event that I co-hosted went very smoothly, and I think enabled a great outcome in terms of potential commitment to a parliamentary bill. I now have more hope about the ability to make a difference in the world”  
– Jeremy, constituent supported by HFTF



# Empowering marginalised communities

Working with a diverse range of grassroots organisations has proven powerful in engaging underrepresented groups in the climate conversation. By meeting these organisations where their members are on their political journey, understanding the issues that impact them, translating these into 'asks' and finding common ground between these groups and their MPs - this approach has proven to be one of our most effective and impactful strands of work. We have been able to successfully provide free tailored support to 25+ groups including Wheels for Wellbeing, Mums for Lungs, MothersCAN, Students Organising for Sustainability (SOS-UK) and the Global Justice Network.

As an example of our outreach work, we were invited to attend the Muslim Charities Forum's Seeds of Tomorrow Research Launch. Their research examined some of the barriers to Muslim charities engaging with climate issues, which included a knowledge barrier regarding engaging politicians on climate issues. We were therefore invited to run a workshop on engaging politicians as a workshop at the launch event. Around 100 participants attended the event and we had around 20 people attending our specific session. We had some fantastic engagement, both on the day and since.

A key learning from working with such a diverse group of partners and campaigns has been that success is dependent on making the maximum use of the skills and experience of the partner, who know their audience the best. This has enabled us to develop entirely bespoke and flexible customised training and engagement strategies, essential for meeting communities at their own level of understanding. This has been an incredibly useful learning experience, and ensuring the resources and capacity to tailor our approach is a key focus for our new strategy development and delivery plans.





# Impact Story: Working with People of Sanctuary

In 2024, we partnered with Stand and Be Counted Theatre, the UK's first Theatre Company of Sanctuary, to engage and empower a group of People of Sanctuary, a term that encompasses asylum seekers, refugees, and others seeking safety. This groundbreaking collaboration aimed to break down barriers to political engagement within a group often excluded from traditional advocacy spaces, using innovative and accessible methods.

## **A New Approach to Training**

Recognising the unique challenges faced by politically disengaged and underrepresented communities, we piloted a streamlined training model designed to meet participants where they are, both in terms of accessibility and content. This approach incorporated dynamic discussion techniques and improvisational theatre exercises, enabling participants to explore:

- How politicians make decisions and the factors influencing their actions.
- Strategies for building effective relationships with decision-makers.
- Ways to advocate for positive climate action while amplifying their unique perspectives and lived experience

## **Building Confidence Through Creativity**

The workshop brought together around 20 participants in a safe, creative, and empowering environment. The combination of structured dialogue and theatrical exercises fostered meaningful engagement, building participants' confidence and deepening their understanding of advocacy and political influence.

### **A catalyst for ongoing collaboration**

The success of this workshop has paved the way for exciting new projects:

- Educational Resources: We are co-creating a series of filmed training videos, using insights from this initiative to enrich our future work with diverse groups.
- Political Roundtables: Plans are in the pipeline to facilitate a roundtable discussion with local politicians, providing participants with direct opportunities to apply their skills and engage in impactful conversations.

### **The power of inclusion**

This collaboration highlights the importance of tailoring advocacy training to meet the needs of underrepresented communities. By partnering with Stand and Be Counted Theatre, we were able to create a space where people of sanctuary could explore their agency and contribute to the climate conversation, ensuring their voices are heard in shaping a more inclusive and sustainable future.



# Impact Story: supporting future generations with Students Organising for Sustainability UK

In 2024, we were commissioned by Students Organising for Sustainability (SOS-UK) to support their high-profile Teach the Future campaign, focusing on retrofitting schools across the UK. This campaign, Fund the Future, seeks to secure substantial financial commitments from all major political parties to retrofit and rebuild state schools, ensuring they are fit for a sustainable future.

Our role was to equip SOS-UK's youth campaigners with lifelong advocacy and political influencing skills, empowering them to make a meaningful impact by engaging directly with their MPs.

## **A Tailored Training Programme**

In the lead-up to the general election, we collaborated with SOS-UK to design and deliver a series of impactful training sessions. These workshops provided students with the tools and confidence to navigate the political landscape effectively. Key topics included:

- Understanding Election Dynamics: What it's like to be a candidate and how election campaigning works.
- Engaging with Candidates: Practical steps for contacting candidates and securing their attention.
- Tailored Research: How to research candidates to deliver a persuasive and targeted pitch.
- Crafting the Perfect Ask: Developing realistic and actionable requests that candidates can commit to.



### Post-Election Advocacy

Following the election, we ran a three-session programme to help students capitalise on the momentum. These sessions focused on building relationships with newly elected MPs and elevating school retrofitting as a priority in their early weeks and months in office. Students learned:

- How to research and understand their new MPs.
- Strategies for establishing and maintaining strong relationships with decision-makers.
- Techniques for crafting clear, compelling requests to influence MPs effectively.

At the end of the programme, students received a certificate recognising their achievement, further boosting their confidence and sense of accomplishment.

### Measurable Impact

Our collaboration with SOS-UK delivered tangible results:

- Confidence Boost: Participants reported a 78% increase in confidence across the training programme.
- Engaging Content: 100% of attendees found the information clear and engaging.
- Actionable Outcomes: 87% of participants felt confident about their next steps for engaging with their MPs.

Through this initiative, we helped empower the next generation of advocates to push for meaningful change, equipping them with the skills and confidence to make a lasting impact on climate and education policy.

## Elevating our work through research partnerships

At Hope for the Future, we understand that communities will always be the experts in their own stories and experiences.

We seek to complement this by ensuring our educational and support opportunities are grounded in the most recent innovation and research. In 2024, our continued partnership with the London School of Economics (LSE) has deepened our understanding of how to engage diverse audiences, enabling us to refine our approach to climate advocacy and education.

# Impact Story: joint partnership with the London School of Economics

This year, our partnership with LSE focused on understanding young people's attitudes toward climate politics and the barriers preventing them from engaging effectively. Together, we aimed to address a critical gap: why younger generations, who are often deeply concerned about the climate crisis, hesitate to engage with political systems as a means to drive change.

Working with a cohort of second-year students, we guided the design of a research project combining academic rigor and lived experience. The students conducted literature reviews and semi-structured interviews, producing 14 insightful essays. These analyses explored topics like political apathy, the influence of protest-based engagement, and the challenges of fostering trust in democratic processes.

## Key Findings and Wider Implications

Early findings from the research, currently being finalised through a summer internship, reveal several pivotal insights:

- **Barriers to Political Engagement:** Young people often view political systems as ineffective or misaligned with their urgent concerns. Protest-based activism, which offers immediate and visible impacts, tends to feel more relevant and rewarding
- **Messaging Matters:** Overly optimistic narratives about the efficacy of democratic engagement can backfire, fostering cynicism when expectations aren't met
- **Tailored Approaches Are Essential:** Engagement strategies must reflect the nuanced perspectives and motivations of younger audiences, striking a balance between hope and realism

## Broader impact on our work

Support CAN Bill, Continue Progress for Clean Air!

Will you get money out of Politics - particularly on gas

No new gas lic

Les (w

make every other street cycle-only + use the extra space for new avenues of trees + rain gardens

What should your incoming MP prioritise for climate and nature?

Increased priority & assembly towards EVs

Increased accountability towards public transport (bus / tube / etc)

Support Solar, Wind, Nuclear, Hydropower and DNU - Direct Energy Weapons

An independent citizens' assembly on climate and ecological justice

Do you restore & stop (p

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# Enhancing our external communications

This year, we've emphasised marketing and communications at the core of our strategy, we're not just reaching more people—we're equipping them to act. These enhancements are helping to build a powerful movement of informed, connected advocates driving meaningful climate and nature action. This work has driven greater awareness of our mission and resources.

At the heart of this effort was the enhancement of our online hub, including a major revamp of our website. By refining our messaging, streamlining access to resources, and improving usability, we're ensuring our communications not only reach more people but empower them to take meaningful action.

## **Inclusive and accessible messaging**

We've worked to make our language more inclusive and approachable, breaking down barriers to understanding environmental politics. By clarifying our services and demystifying complex processes, we've created resources that are both engaging and accessible to diverse audiences. These improvements have positioned us as a go-to source for actionable guidance on political advocacy for climate and nature.

## **Innovative Tools to Drive Engagement**

One standout example is our new [Climate and Nature Policy Pledge Tracker page](#), — a pioneering resource that makes election-period policy commitments clear and accessible to the public. This tool empowers grassroots advocates to hold policymakers accountable, driving greater awareness and participation in environmental politics.

## **Amplifying grassroots and partner campaigns**

By revamping the layout and content of our site, we've ensured that grassroots communities and partner campaigns are prominently featured. Previously underrepresented on our platform, these groups now have a clearer pathway to connect with our support and resources. Highlighting these partnerships not only demonstrates our impact but also inspires others to engage with our work.

## **Building for the future**

With the lessons learned from this year, we're planning the next stage of our online hub strategy. This includes developing a dedicated platform to bridge grassroots advocacy and targeted insider lobbying, amplifying efforts across all levels. Our goal is to create a space where users can connect, share experiences, and support one another, fostering a vibrant and collaborative community.

# Charting our Future: Developing a bold new strategy for 2025-2027

As 2024 drew to a close, we turned our sights to the future, beginning the development of an ambitious three-year strategy to guide us through 2025 to the end of 2027. This was a journey of collaboration, reflection, and vision - setting, ensuring our approach is rooted in both our mission and the communities we serve.

The process began with our Board of Trustees, who helped us explore the strategic possibilities and set the framework for our next chapter. Building on their insights, we hosted a staff co-creation day, where our team came together to dive deep into the external context, set ambitious yet achievable goals, and shape the foundation of our strategy. The day was bursting with creativity and innovative thinking, sparking exciting ideas for the future of our work.

## Community voices at the gear

Recognising that meaningful change begins with listening, we launched a series of focus groups to gather input from nearly 50 diverse voices: community representatives, partners, stakeholders, and fresh perspectives.

These discussions offered invaluable insights into the needs and aspirations of people across the UK, ensuring our strategy reflects a broad spectrum of experiences.

To honour the time and contributions of participants, we provided compensation for their involvement, reflecting our commitment to equity and inclusion. By asking thoughtful questions—such as how people feel about the UK’s political system, summarised in a compelling word cloud—we gained a deeper understanding of where communities are starting from. These insights will enable us to better meet people where they are and empower them to drive change.

## What’s Next?

We’re thrilled to announce that our new strategy, “Communities for the Climate,” will launch in early 2025. This strategy will centre communities in all we do, placing their needs, voices, and aspirations at the heart of our mission. To ensure our strategy translates into measurable change, we’ve also developed a comprehensive Impact Framework to track and enhance the effectiveness of our work. With impact embedded in everything we do, we’re entering 2025 with renewed purpose and a bold vision for driving climate and social action. We can’t wait to share this new chapter with you—stay tuned for the unveiling of “Communities at the Forefront” in early 2025!

# Looking Forward to 2025

As well as the unveiling of our new strategy, 2025 is set to hold lots of exciting projects. In February, we'll be holding a 10 year celebration event, taking a moment to reflect on everything Hope for the Future has achieved in the past 10+ years.

We are also delighted to have started the work on the UK's first user-driven platform that brings together community-shared insights on climate and nature interactions with politicians, connecting people and making parliamentary updates easily available to local communities. We hope to launch this platform by Spring, and will be embarking on a period of rigorous user testing before then, so watch this space!

At the end of 2024, we were delighted to receive the news that we have received a grant from the Esmée Fairbairn Foundation. By building on the existing strengths and diversity of climate assemblies, Hope for the Future, in partnership with leading Climate Assembly facilitators Shared Future, is helping communities **turn climate assembly recommendations into political action across the UK**. Over the next three years, we will support climate assembly participants to sustain advocacy and drive long-term change.

We will amplify marginalised voices, develop scalable models for democratic participation, and foster meaningful collaboration with policymakers.

**Our hypothesis:** Embedding political education into climate assemblies earlier in the process means recommendations become stronger, more tailored towards politicians and participants have more confidence to translate their recommendations into action.

We are also delighted to report our success at the end of 2024 in applying to the National Lottery Climate Action Fund. We are excited that over the next 5 years, we'll be working in partnership with Rowanbank Arts and Education, Contact, Parents for the Future, and the London School of Economics to deliver a first-of-a-kind project, empowering parents from marginalised communities across the UK to express their concerns to policymakers, and advocate for **real change**.

As well as these exciting projects, we have many projects in partnership lined up for 2025. We'll be supporting the planned Mass Lobby for 2025 - marking one year on from the general election - as well as continuing our work with the National Trust on Nature Neighbourhoods, supporting parliamentary events and training even more communities across the UK!



# Structure, governance and management

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## Trustees

Jonny Exon	Chair (from 01/01/2024 - present)
James Pilley	Treasurer (from 01/07/2024 - present)
Rodolfo Barradas	(from 12/12/2023 - present)
Dr Richard Axelby	(from 01/07/2024 - present)
Jacob Ohrvik-Stott	(from 12/12/2023 - present)
Uday Vartak	(from 22/09/2020 - present)
Adam Berman	(from 01/07/2024 - present)
Cassa Townsend	(from 01/07/2024 - present)
Dr Xihui Chen	(from 01/07/2024 - present)
Sam Karlake	(from 01/07/2024 - present)
Ben Skelton	Treasurer (from 01/02/2022 - 16/03/2024)
Tyrone Scott	(from 17/05/2022 - 16/03/2024)
Robbie MacPherson	(From 01/05/2022 - 16/03/2024)
Jeremy Wight	from (01/12/2018 - 30/03/2024)
Amisha Patel	(From 12/12/2023 - 01/07/2024)
Prof Cristina Leston-Bandeira	(from 01/03/2022 - 28/02/2025)

Trustees are generally appointed through a process of advertisement, interview and selection by a delegated recruitment committee.

The link between the Board of Trustees and staff is maintained through the following mechanisms:

- Line management of the Chief Executive by the Chair;
- Senior Leadership Team attendance at meetings of the Board and Sub Committees (Finance Sub-Committee, Fundraising Sub Committee, HR & Governance Sub Committee);
- Joint sessions of the Board and Senior Leadership Team;
- Designated link trustees, (Safeguarding, EDI)

## Staff

In January 2024 HFTF employed 13 staff (9.9 full time equivalent - FTE). This comprised SLT 1 staff (1 FTE), Delivery and Research 7 staff (5.6 FTE), Comms 2

staff (1.2 FTE), Admin and Fundraising 3 staff (2.3 FTE).

In December 2024 HFTF employed 11 staff (10.5 FTE). This comprised SLT 4 staff (3.7 FTE) , Delivery 5 staff (5 FTE), Finance and Fundraising 2 staff (1.8 FTE).

The senior leadership team consisted of:

- Chief Executive Officer: Laura D'Henin-Ivers
- Director of Income Generation: Jessica Parish
- Director of Operations: Anne Dargue
- Director of Policy and Engagement: Nicola Sansom

The pay of all staff is reviewed annually and normally increased in line with cost of living. We are a Living Wage employer, with salaries set at a minimum of Living Wage plus £1 per hour. Salary levels are benchmarked against similar roles to ensure that we are attracting and retaining the talent needed to deliver impactful work.



Chief Executive  
Officer: Laura  
D'Henin-Ivers



Director of Income  
Generation: Jessica  
Parish



Director of  
Operations: Anne  
Dargue



Director of Policy  
and Engagement:  
Nicola Sansom

## Partners and organisations we worked with in 2024

We continue to work in partnership with other organisations within and beyond the climate movement. Our work alone is not enough to tackle the climate crisis, but working in collaboration with others enables us to have an impact that is greater than the sum of our parts. We are grateful to all of the partners we have worked with this year and look forward to continuing this work in the future.

## Trusts and Foundations we are grateful to have worked with and been supported by in 2023

- Esmee Fairbairn Foundation
- European Climate Foundation
- Joseph Rowntree Charitable Trust
- Maingot Charitable Trust
- Quadrature Climate Foundation
- The Samworth Foundation
- United Society Partners in the Gospel (USPG)
- Cobb Charity

We would also like to say a huge thank you to anyone who donated to our work during 2024 or supported us as a monthly giver. Our work wouldn't be possible without your generous support.





# Financial Report

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Income this year declined by 33% from £813,479 in 2023 to £542,025 in 2024. This mainly reflects the end of a multi-year grant from the Quadrature Climate Foundation (QCF) with our long term grant from QCF coming to an end in summer 2024. Overall grant funding from QCF dropped from £581,341 in 2023 to £270,000 in 2024 and some of our other long term funders, such as the Samworth Foundation, reduced funding. However, the European Climate Foundation (ECF) did increase their grant from £21,000 in 2023 to £50,000 in 2024, which included restricted funding for project based work. We were also grateful to receive funding from the Maingot Charitable Trust, USPG and Southall Trust.

We received £20,406 from donations in 2024, up from £18,646 in the previous year. 86% of income in 2023 was

‘unrestricted’ and income from provision of training services increased from the previous year, up from £11,388 to £37,934 (a 233% increase).

Expenditure fell from £833,360 in 2023 to £556,864 in 2024, representing a 33% reduction. This was the result of a reduction in staff size and various other expenditure categories, with a vision to increase our longer term sustainability within our evolving funding landscape.

## Reserves

Hope for the Future holds reserves so that in the event of a fall in income, we are in a position to manage either a contraction of or, in the worst case, the winding up of the organisation in a well-managed way. To this end, we hold unrestricted reserves amounting to at least three months worth of expenditure plus wind down costs.



# Statement of Financial Activities (including summary income and expenditure account)

FOR THE YEAR 1 JANUARY 2024 to 31 DECEMBER 2024

	Notes	Unrestricted Funds 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	2023 £
<u>Income from:</u>					
Donations	2	20,406		20,406	18,646
Grants Received	2	413,767	65,000	478,767	780,925
Income generated from providing Training	2	37,934		37,934	11,388
Bank Interest		4,919		4,919	2,521
Total Income		477,025	65,000	542,025	813,479
<u>Expended on:</u>					
Raising Funds	2&3	5,291	-	5,291	26,054
Support Costs	2&3	70,714	24,574	95,288	127,505
Charitable Climate Projects	2&3	413,750	42,535	456,286	679,801
Total Expenditure		489,755	67,109	556,864	833,360
Transfer between reserves	7.1	0	(0)	-	-
Net Movement in Funds		-12,730	2,109	- 14,839	- 19,880
<u>Reconciliation of Funds:</u>					
Total Funds Brought Forward	7.2	461,672	6,029	467,701	487,581
Total Funds Carried Forward	7.1	448,942	3920	452,862	467,701

# Balance Sheet

As At 31 December 2024

	Notes	2024 £	2023 £
<b>Current assets</b>			
Debtors	4	12,803	62,898
Cash at bank and in hand	6	451,603	411,571
<b>Total current assets</b>		464,406	474,469
Creditors: amounts falling due within one year	5	- 11,544	- 6,768
<b>Total assets less current liabilities</b>		452,862	467,701
Creditors: amounts falling due after one year		-	-
<b>Total net assets</b>		452,862	467,701
<b>Funds of the Charity</b>	7		
General funds		390,062	403,672
Designated funds		58,000	58,000
		448,062	461,672
Restricted funds		3,920	6,029
<b>Total funds</b>		452,862	467,701

The notes on pages 5 to 9 form part of these accounts

Signed by the following on behalf of all  
Trustees

Jonny Exon, Chair of Trustees

Date: 21/05/2025

James Pilley, Treasurer

Date: 21/05/2025



# Statement of Cash Flows

For Year 1 January 2023 to 31 December 2023

	2024 £	2023 £
Net Cash used in Operating Activities	40,031	99,844
Cash Flow from Investing Activities	-	-
Change in Cash and Cash Equivalents in the Year	40,031	99,844
Cash and Cash equivalents brought forward	411,572	311,728
Cash and Cash equivalents carried forward	451,603	411,572

## Reconciliation of Net Movement in Funds to net cash flow from operating activities

	2024 £	2023 £
Net Movement in Funds	- 14,839	- 19,880
Deduct interest shown in Investing Activities	-	-
Decrease (increase) in Debtors	50,095	161,261
Increase (decrease) in Creditors	4,776	- 41,538
Net Cash Used in Operating Activities	40,031	99,844

# Notes to the Accounts 1 January 2024 to 31 December 2024

## Note 1: Accounting Policies

### a) Basis of preparation and assessment of going concern

The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts. The accounts are prepared in sterling. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The Trustees confirm that the Charity is a public benefit entity.

The Trustees consider that there are no material uncertainties about the Trust's ability to continue as a going concern.

### b) Funds Structure

**Restricted funds** are funds which are to be used in accordance with specific restrictions imposed by the donor or trust deed. When large grants are received for a specific purpose a separate restricted fund is raised.

**Unrestricted/General funds** comprise those funds which the trustees are free to use for any purpose in furtherance of the charitable objects.

**Designated funds** are funds set aside by the Trustees for specific projects. Many of these projects are partly funded with the unfunded element set aside from general funds.

### (c) Income Recognition

**All income** is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

**Grants and Donations** that are subject to terms and conditions are treated as Deferred Income until it is probable that the terms and conditions can be met. If the conditions are not wholly within the control of the charity it will be disclosed as a contingent asset.

**Donated Services** if significant would be recorded in the Annual Report.

**Volunteer Help** received is not included in the accounts, but is described in the Trustees' Annual Report.

**Gift Aid** receivable is included in income when there is a valid declaration from the donor. Any Gift Aid received on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or terms of the appeal have specified otherwise.

#### **(d) Expenditure recognition**

**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 settlement will be required and the amount of the obligation can be measured reliably.

**Support costs** consists of a proportion of the directors' salary costs and expenses allocated on a time spent basis together with salary and expense costs relating to the finance and administration functions.

**Governance Costs** comprise all costs involving public accountability of the charity and its compliance with regulation and good practice. Support costs have been allocated to Governance costs where applicable.

#### **(e) Assets**

Tangible Fixed Assets are capitalised if they can be used for more than one year, and cost at least £1,500. They were valued at cost. There are no fixed assets at the end of 2024.



# Notes to the Accounts 1 January 2024 to 31 December 2024

## Note 2: Analysis of Income and Costs

Donations	Analysis	Unrestricted funds income year to to 2024 £	Restricted income funds year to 2024 £	Total funds for year to 2024 £	2023 £
	<i>Regular Donations</i>	6,440	-	6,440	7,448
	<i>Major Donations</i>	13,409	-	13,409	-
	<i>Other Donations</i>	557	-	557	11,198
	<b>Total Donations</b>	20,406	-	20,406	18,646
	QCF	270,000	-	270,000	581,341
	European Climate Foundation	-	50,000	50,000	21,000
	Esmee Fairbairn Foundation	66,667	-	66,667	70,334
	Joseph Rowntree Charitable Trust	55,000	-	55,000	46,250
	The Samworth Foundation	-	15,000	15,000	40,000
	Polden Puckham	-	-	-	-
	Maingot Charitable Trust	15,000	-	15,000	15,000
	Marmot Charitable Trust	-	-	-	-
	USPG	-	-	-	5,000
	Southall Trust	5,000	-	5,000	-
	Other Grants	2,100	-	2,100	2,000
	<b>Total Grants from other Charitable Foundations</b>	413,767	65,000	478,767	780,925
Generated Income	Income from Provision of Training Services	37,934	-	37,934	11,388
	<b>Total Income From Provision of Training Services</b>	37,934	-	37,934	11,388
Investment Income	Interest	4,919	-	4,919	2,521
	<b>Total Interest</b>	4,919	-	4,919	2,521
	<b>TOTAL INCOME:</b>	477,025	65,000	542,025	813,479

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## Note 2: Analysis of Income and Costs (continued)

		Unrestricted funds income year to to 2024 £	Restricted income funds year to 2024 £	Total funds for year to 2024 £	2023 £
EXPENDED ON:	Raising Funds	- 5,291	-	- 5,291	- 26,054
	CHARITABLE ACTIVITIES				
	Core Climate Change Work	- 301,744	- 40,402	- 342,146	- 385,708
	Events	- 24,584	- 711	- 25,295	- 63,486
	Faith Outreach	-	-	-	- 15,557
	Regional Climate Work	- 35,593	- 711	- 36,304	- 55,071
	Research	- 51,829	- 711	- 52,541	- 159,979
	Schools	-	-	-	-
	Total Charitable Climate Projects	- 413,750	- 42,535	- 456,286	- 679,801
	Support Costs	- 70,714	- 24,574	- 95,288	- 127,505
TOTAL EXPENDITURE		- 489,755	- 67,109	- 556,864	- 833,360
	Funds transfers	-	-	-	-
	Net Movement in Funds (as per SoFA)	- 12,730	- 2,109	- 14,839	- 19,881

# Notes to the Accounts 1 January 2024 to 31 December 2024

## Note 3: Staff Costs and Benefits

### 3.1 Staff Costs

	2024 £	2023 £
Salaries and wages	349,721	592,167
Employer's national insurance	34,810	54,558
Pension contributions (defined contribution scheme)	13,425	19,637
Other employee benefits	-	-
Total staff costs	397,957	666,362

These staff costs are included within note 2 split across the relevant areas

In 2024 No backdated salary increases were included in personnel costs in the year (2023: £31,538.10)

There were no transactions with any related parties, other than Trustee expenses listed below  
No employees received benefits of more than £60,000 (2023: nil).

**3.2** The Trustees are not paid. During the year, expenses totalling £184.08 were reimbursed to two trustees in respect of travel costs, undertaken in the course of their Trustee responsibilities.

### 3.3 Average head count in the year

	2024	2023
Average number of whole time equivalent employees	11.6	20.0



# Notes to the Accounts 1 January 2024 to 31 December 2024

Note 4, 5 and 6: Debtors, Creditors and Cash

## 4 Analysis of debtors

			2024 £	2023 £
Trade debtors			8,003	4,430
Prepayments and accrued income			4,800	57,000
Other debtors			-	1,468
Total			12,803	62,898

## 5 Analysis of creditors

	Amounts falling due within one year		Amounts falling due after more than one year	
	2024 £	2023 £	2024 £	2023 £
Accruals and deferred income	1,137		-	-
Taxation and social security	-	-	-	-
Other creditors	10,407	6,768	-	-
Total	11,544	6,768	-	-

## 6 Cash at bank and in hand

			2024 £	2023 £
Cash at bank and in hand			451,603	411,571
Other			-	-
Total			451,603	411,571

# Notes to the Accounts 1 January 2024 to 31 December 2024

## Note 7: Charity Funds

### 7.1 Details of material funds held and movements during the current reporting period 1 January 2024 to 31 December 2024

Fund names	Type of Fund	Purpose and Restrictions	Fund balances brought forward	Income	Expenditure	Transfers	Fund balances carried forward
			£	£	£	£	£
Faith	Restricted	Support Faith projects matched funding	-	-	-	0	0
Green Alliance	Restricted	To support local work	-	-	-	-	-
The Kestrelman Trust	Restricted	Support work with local councils	-	-	-	-	-
John Ellerman Foundation	Restricted	Support work with local councils	-	-	-	-	-
Samworth	Restricted		-	15,000	-11,080	-	3,920
ECF	Restricted		6,029	-	-6,029	-	0
ECF(Comms)	Restricted		-	30,000	-30,000	-	-
ECF(Project Work)	Restricted		-	20,000	-20,000	-	0
<b>Total Restricted Reserves</b>			<b>6,029</b>	<b>65,000</b>	<b>-67,109</b>	<b>0</b>	<b>3,920</b>
Unrestricted Reserves	Unrestricted		403,671	477,025	-489,755	0	390,061
Designated Reserves	Unrestricted	Strategic investment fund	58,000	-	-	-	58,000
<b>Total Unrestricted Reserves</b>			<b>461,671</b>	<b>477,025</b>	<b>-489,755</b>	<b>0</b>	<b>448,941</b>
<b>Total Reserves</b>			<b>467,701</b>	<b>542,025</b>	<b>-556,864</b>	<b>-</b>	<b>452,861</b>

## 7.2 Details of material funds held and movements during the prior reporting period 1 January 2023 to 31 December 2023

Fund names	Type of Fund	Purpose and Restrictions	Fund balance s brought forward	Income	Expenditure	Transfers	Fund balances carried forward
			£	£	£	£	£
Faith	Restricted	Support Faith projects matched funding	-	5,000	-5,000	0	-0.02
Green Alliance	Restricted	To support local work	-	-	-	-	-
The Kestrelman Trust	Restricted	Support work with local councils	-	-	-	-	-
John Ellerman Foundation	Restricted	Support work with local councils	-	-	-	-	-
ECF	Restricted		-	21,000	-14,971	-	6,029
<b>Total Restricted Reserves</b>			<b>-</b>	<b>26,000</b>	<b>-19,971</b>	<b>0</b>	<b>6,029</b>
Unrestricted Reserves	Unrestricted		429,581	787,479	-813,389	0	403,671
Designated Reserves	Unrestricted	Strategic investment fund	58,000	-	-	-	58,000
<b>Total Unrestricted Reserves</b>			<b>487,581</b>	<b>787,479</b>	<b>-813,389</b>	<b>0</b>	<b>461,671</b>
<b>Total Reserves</b>			<b>487,581</b>	<b>813,479</b>	<b>-833,360</b>	<b>-</b>	<b>467,701</b>



## **Independent Examiner's Report on the accounts**

### **Report to the trustees of Hope for the Future**

**On accounts for the year ended 31<sup>st</sup> December 2023 Charity Number: 1173547**

I report to the trustees on my examination of the accounts the accounts for the year ended 31<sup>st</sup> December 2024.

### **Responsibilities and basis of report**

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("The Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

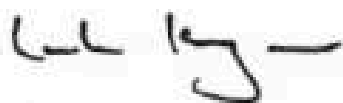
The Charity's gross income exceeds £250,000 and I am qualified to undertake the examination by being a qualified member of the Chartered Institute of Management Accountants.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- The accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination.

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

Signed:



Luke Keegan

Date: 18<sup>th</sup> May 2025

Associate Member of the Chartered Institute of Management Accountants

Greendawn Accounting Limited, 1A The Homend, Ledbury, Herefordshire, HR8 1BN

# Risk Statement

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The Trustees are responsible for the overall management and control of Hope for the Future (HFTF), including identifying and mitigating key risks. We maintain a comprehensive and dynamic risk register, which is actively used by leads and subgroups across the organisation and regularly updated to reflect emerging risks.

Trustee conflicts of interest are recorded in a dedicated register and are reviewed as a standing agenda item at every Board meeting.

In 2024, all HFTF funds were operational, with no income from investments or loans, and minimal capital assets beyond office equipment. Our main expenditure remains staff salaries. HFTF is exempt from VAT and Corporation Tax, and the majority of our income comes from charitable donations and grants. As such, Trustees consider HFTF's financial structure to be relatively simple.

Key risks in 2024 included both external and internal factors:

- Externally, the post-COVID funding environment remained challenging, with many funders reducing grant availability due to depleted reserves
- Internally, while we made progress in reducing our reliance on a small number of large funders, a key risk identified in 2023, this transition required active management to ensure financial stability

To mitigate these risks, Trustees have supported staff to take the following actions:

- Increased efforts to grow and diversify our grant income
- Expanded funder engagement and invested more heavily in stewardship to reduce dependency on any single funder
- Restructured the organisation to improve operational efficiency and prepare for long-term sustainability
- Developed a new 3 year strategy earlier than anticipated to give us a stronger basis to seek investment, more compatible with our current positioning and external context

These measures are overseen by the Finance Sub-Committee and the full Board of Trustees, ensuring close monitoring of our financial resilience. In addition, HFTF maintains sufficient unrestricted reserves to cover a minimum of three months' operating costs and wind-down expenses.

**In conclusion,** Trustees are confident that the systems and procedures in place effectively manage the major risks facing the organisation.



# Hope for the Future

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S1 2BX

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[www.hftf.org.uk](http://www.hftf.org.uk)

Charity number: 1173547