

**Another Way**

Registration number: 1181438

**Annual Report and Financial  
Statements**

**31 January 2025**



**Another Way**  
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## Another Way

### Reference and Administrative Details

<b>Charity name</b>	Another Way
<b>Charity registration number</b>	1181438
<b>Principal office</b>	Greenrow Penruddock PENRITH CA11 0SA
<b>Registered office</b>	Greenrow Penruddock PENRITH CA11 0SA
<b>Trustees</b>	C W Bray E R Bray S Campbell (Appointed 22 July 2024) S Chandran (Appointed 7 February 2024) C R Holman H Ratcliffe R Serrelli (Appointed 7 February 2024)
<b>Bankers</b>	Lloyds Bank Villiers House 48-49 Strand LONDON WC2N 5LL
<b>Accountant</b>	Dodd & Co Limited FIFTEEN Rosehill Montgomery Way Rosehill Estate CARLISLE CA1 2RW



Let's Fix  
Our Future

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"If one person were to spread a message to ten people in one day and the next day those ten people each told ten more, it would only take ten days for the whole world to have been inspired." Amy Bray

## Annual Report

### Year ending 31 January 2025

Charity number: 1181438



## Letter from the founder

This year has been a year of consolidation, building foundations for growth and starting to roll out our Power of 10 project across the country.

Thanks to our generous donors, we have been able to launch the Power of 10 app and realise our vision of growing nationally, in line with our new 3 year strategy. Several projects in the making have launched this year, including a new brand and look throughout our websites and social media, our Power of 10 movement, Translating Science project, podcast, workshops and more.

We summarise the year in our impact report on page 4, but for more details, please see our full impact report.

We were delighted to grow our income yet again this year, enabling us to welcome new full time team members as well as bring our projects to life. The first year we ran our Big Green Give campaign, we were delighted with the response from our supporters who came together to run events, fundraisers and crowdfunding to raise over £40,000. New and exciting partnerships are enabling us to reach new audiences, and our model is now allowing us to expand into new regions throughout the UK.

### Looking forward

We started 2024 with a huge bang! The Power of 10 festival was an inspiring event for 200 young people and it was amazing to see our Cumbrian community of young people rise up to take action.

Next year, we will see festivals happen in regions across the country, as well as communities of young people nationally come together on the app. We will unite organisations across the environmental movement to engage young people in building skills to take climate action. In addition, our impact and engagement with young people is going to increase massively, running workshops and attending events nationally. We will be running campaigns to highlight the challenges young changemakers are facing, and advocate for better communication of climate issues and action in the curriculum.

We will continue to build on our work engaging the public in the latest science and inspiring changes in hearts and mindsets. Our sights are set on growth and increased impact, now we have laid solid foundations.

I am very grateful to our donors and the team who have made all this possible. I am excited to continue finding Another Way for society to live alongside nature together with you.

With hope,



## Summary of the Chair of the Board

During the last year I have been delighted to see Another Way strengthen and deepen in many ways.

It has been a pleasure to see Amy and her team both evolve and grow with new team members coming on board who are adding immeasurable value to the organisation. With experienced skills focused on school outreach, fundraising and digital marketing the charity has seen an underpinning and expansion of reach across those functions.

An ambitious programme of work has been delivered over the past year with much focus on the Power of 10 movement and community. The Another Way Power of 10 team has added reams, digital of course, of content to the online hub enabling all the community's young changemakers to feel equipped and able to make changes in their own way. We are fully aware of the passion young people have for the environment and their futures, equally the challenges they face in taking action. Another Way is here to support and provide the space and resources for them to feel comfortable and safe in pursuing the life they want and deserve.

Reinforcing the work the Another Way team is delivering are a host of volunteers who contribute to many of Another Way's outreach activities including the Translating Science Programme, Workshops, Digital Awareness Packs for Teachers and the newly launched Power of 10 Podcast for example. A huge amount of gratitude goes out to all volunteers who are helping the charity achieve its goals and aims.

We have a significant number of funders, partners and advisors, a list too long to mention but they know exactly who they are. They are providing Amy with unprecedented input and endless valuable opportunities all of which are contributing to the development, growth and maturing of Another Way. This support and the dedicated team at Another Way are empowering young people across the country, and further afield, to encourage people towards care for others and protecting our precious planet.

Finally, I would like to thank the board of trustees which has also expanded this year. This team is providing a level of knowledge and guidance to Amy that is absolutely reflected in both the furthering of the charity and the development of Amy herself. Amy is an astonishing leader who is inspiring many many people to follow her lead, a lead that is embedded in passion, compassion and kindness.

I look forward to the year ahead with great anticipation of bigger, better and bolder things coming from Another Way.

Helen Ratcliffe  
Chair of the Board



The charity is a Charitable Incorporated Organisation whose governing document is a CIO foundation. The purpose of the charity is education for the conservation and protection of the physical and natural environment. The trustees are aware of and follow the charity commission guidance on public benefit. Trustees are appointed by existing trustees according to an agreed plan of the skills required on the trustee board.

#### Trustees of Another Way (at 31.01.2025)

Chris Bray – Treasurer

Emma Bray

Sara Chadran

Ceri Holman

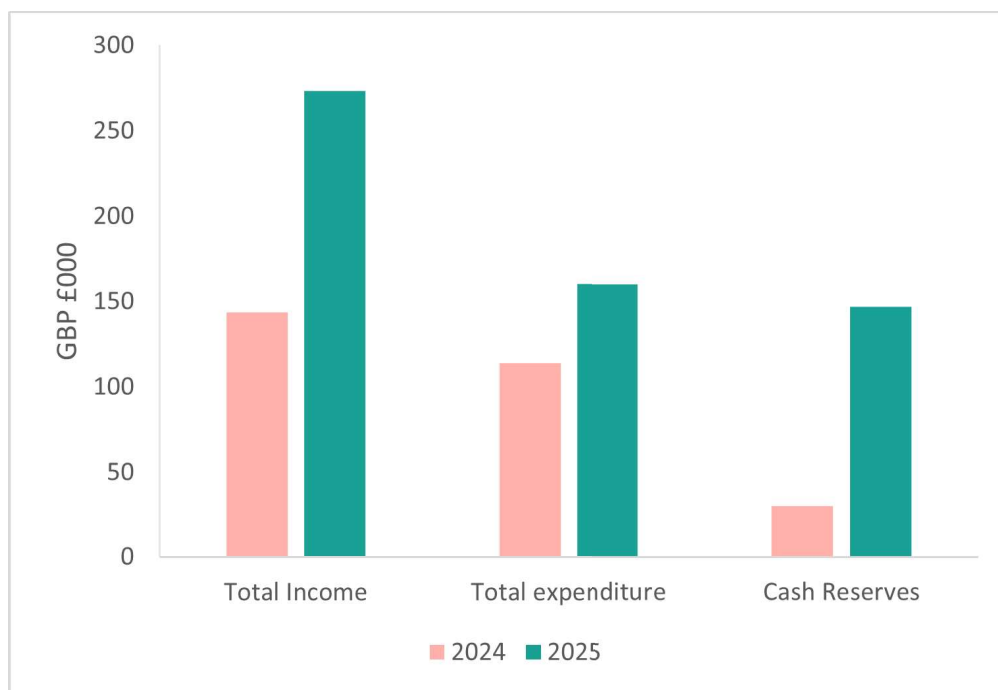
Ros Serelli

Seth Campbell

Free reserves at year end are £131,720 (2024 £29,900), of which £15,000 is restricted and £116,720 is unrestricted (2024 all unrestricted).

## Income and expenses

### Summary charts



### Income and expenses in the year to 31.01.25

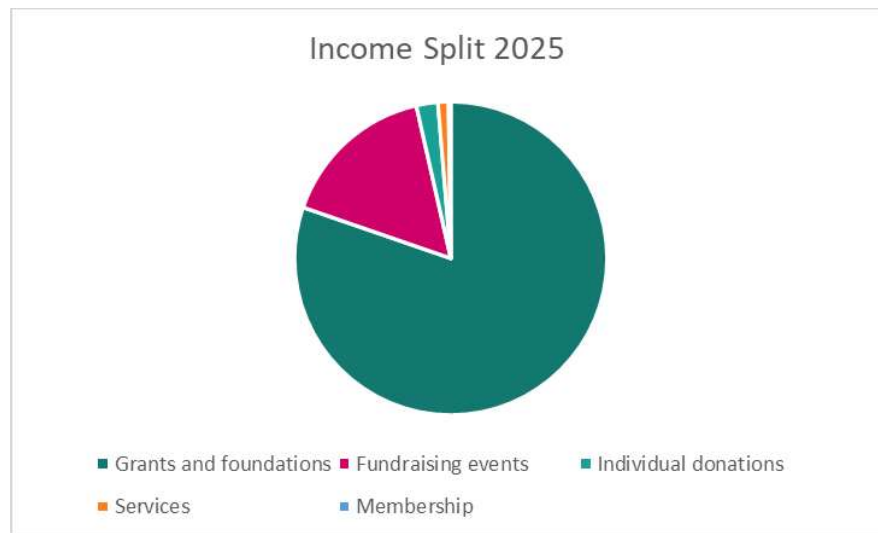
Income Source	GBP
Grants and foundations	219,492
Fundraising events	44,211
Individual donations	6,096
Services	3,002
Membership	620



## Notes

### 1. Income

We are delighted to have almost doubled our income this year, in line with our growth trajectory. We extend our gratitude to all our supporters this year, including our trusts and foundation partners, members and corporate supporters. This was the first year we took part in the Big Give Green Match Fund, and we were thrilled with the response, raising a total of £44,000 through over 210 donations.





## 2. Core Salaries

Our paid staff increased to 6 this year, including the CEO, the Power of 10 project manager, our Youth Engagement Lead, Fundraising Officer, Science Communication Officer and Digital Marketing Lead.

## 3. App development costs

We are really enjoying working closely with Etch and Zap (<https://www.etchuk.com/>) on the continued development of the Power of 10 web app. The team is closely aligned to our mission and our work is collaborative and inspiring.

In this year we had a continued development phase, working on an agile software development basis.

See <https://www.another-way.org.uk/power-of-10> for more details about the app.

## 4. Power of 10 project

Remaining our largest project, a large proportion of expenditure was on delivering workshops to 3,500 young people, supporting 500 young people to take planet-positive action through the app, developing our podcast and running our Regional Rep programme.

## 5. Marketing costs

This balance represents the upkeep of our website, social media adverts, our media agency costs and event travel.

## 6. Social media

This includes a social media freelancer as well as paid ad costs, and has resulted in a significant increase in our reach this year.

## 7. Events

This year we held some impactful events, including our Power of 10 festival, Science Storytelling for Change and a Tree Health Survey, as well as attending New York Climate Week for the first time to forge important collaborations.

## 8. Research

In collaboration with Bath University, we are researching the perceptions of young people on common climate myths and narratives.

## 9. IT and admin

This balance includes the hosting and maintenance of the app, as well as the re-development of the main Another Way website.



#### 10. Bank balance

Our reserves policy requires us build a cash balance sufficient to cover the following 6 months' financial commitments (salaries etc.). This year we have succeeded in reaching this goal and maintaining it over the upcoming financial year.

#### 11. Our accounts

This year our accounts have been booked by our Treasurer, and reviewed by Dodd & Co accountants.

**Another Way**  
**Trustees' Report for the Year Ended 31 January 2025**

Approved by the Trustees on 7 April 2025 and signed on their behalf by:

  
H Ratcliffe  
Trustee

## **Another Way**

### **Trustees' Responsibilities in relation to the Financial Statements**

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards.

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

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

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 as amended by the Charities Act 2022, the Charity (Accounts and Reports) Regulations and the provisions of the trust deed. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

## **Independent Examiner's Report to the Trustees of Another Way**

I report on the accounts of the charity for the year ended 31 January 2025, which are set out on pages 13 to 21.

Your attention is drawn to the fact that the Charity has prepared the financial statements in accordance with 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn.

We understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2019.

### **Respective responsibilities of trustees and examiner**

The Charity's trustees 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 as amended by the Charities Act 2022 (the Act) and that an independent examination is needed.

The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of the Institute of Chartered Accountants in England and Wales.

It is my responsibility to:

- examine the accounts under section 145 of the Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 145 (5) (b) of the 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 consideration of 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 130 of the Charities Act 2011 as amended by the Charities Act 2022; and
  - to prepare accounts which accord with the accounting records, comply with the accounting requirements of the Acthave 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.

  
.....  
Martin Borradaile ACA  
Dodd & Co Limited  
Chartered Accountants

7 April 2025

FIFTEEN Rosehill  
Montgomery Way  
Rosehill Estate  
CARLISLE  
CA1 2RW

## Another Way

### Statement of Financial Activities for the Year Ended 31 January 2025

		Unrestricted Funds	Restricted Funds	Total Funds 2025	Total Funds 2024 as restated
	Note	£	£	£	£
<b>Income and endowments from:</b>					
Donations and legacies	2	225,854	39,281	265,135	68,626
Charitable activities	3	8,288	-	8,288	74,840
Total income		<u>234,142</u>	<u>39,281</u>	<u>273,423</u>	<u>143,466</u>
<b>Expenditure on:</b>					
Charitable activities		100,440	24,281	124,721	66,688
Fundraising expenditure		15,587	-	15,587	-
Total expenditure		<u>116,027</u>	<u>24,281</u>	<u>140,308</u>	<u>66,688</u>
Net movements in funds		118,115	15,000	133,115	76,778
<b>Reconciliation of funds</b>					
Total funds brought forward		83,525	-	83,525	6,747
Total funds carried forward		<u>201,640</u>	<u>15,000</u>	<u>216,640</u>	<u>83,525</u>

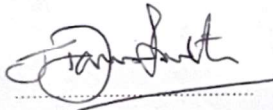
The notes on pages 15 to 21 form an integral part of these financial statements.

**Another Way**  
**Balance Sheet as at 31 January 2025**

		2025		2024 <i>as restated</i>	
	Note	£	£	£	£
<b>Fixed assets</b>					
Intangible assets	9		70,920		48,000
<b>Current assets</b>					
Debtors	10	40,000		40,000	
Cash at bank and in hand		<u>147,208</u>		<u>29,900</u>	
		187,208		69,900	
<b>Creditors: Amounts falling due within one year</b>	11	<u>(41,488)</u>		<u>(34,375)</u>	
<b>Net current assets</b>			<u>145,720</u>		<u>35,525</u>
<b>Net assets</b>			<u>216,640</u>		<u>83,525</u>
<b>The funds of the charity:</b>					
<b>Restricted funds</b>			15,000		-
<b>Unrestricted funds</b>					
Unrestricted income funds			<u>201,640</u>		<u>83,525</u>
<b>Total charity funds</b>			<u>216,640</u>		<u>83,525</u>

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Approved by the Board on 7 April 2025 and signed on its behalf by:



D Smith  
Trustee

The notes on pages 15 to 21 form an integral part of these financial statements.



## **Another Way**

### **Notes to the Financial Statements for the Year Ended 31 January 2025**

#### **1 Accounting policies**

##### **Statement of compliance**

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 financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 as amended by the Charities Act 2022.

The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following 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) rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

##### **Basis of preparation**

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

##### **Going concern**

These financial statements have been prepared on a going concern basis.

##### **Fund accounting policy**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

##### **Change in accounting policy**

The accounts have previously been prepared on a receipts and payments basis and have changed in this period to accrual accounting basis. The change in accounting policy has resulted in a prior period restatement for the charity.

The reserves in the prior period have increased by £47,125 to £83,525 due to the inclusion of creditors, adjustments for loans made to and from the charity in prior periods, and capitalising app development costs.

##### **Income and endowments**

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Income from Government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income from charitable activities includes income recognised as earned (as the related goods or services are provided) under contract.

## Notes to the Financial Statements for the Year Ended 31 January 2025

## Expenditure

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Amortisation is provided on intangible fixed assets so as to write off the cost, less any estimated residual value, over their expected useful economic life as follows:

Development costs 10 years straight line basis

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Development expenditure incurred on an individual project is carried forward when its future recoverability can reasonably be regarded as assured. Any expenditure carried forward is amortised in line with the expected future sales from the related project.

The charity operates a defined contribution pension scheme. Contributions are charged in the statement of financial activities as they become payable in accordance with the rules of the scheme.

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £	Total Funds 2024 £
<b>Donations and legacies</b>				
Appeals and donations	148,191	-	148,191	56,194
<b>Grants</b>				
Grants receivable	87,663	29,281	116,944	12,432
	<u>225,854</u>	<u>39,281</u>	<u>265,135</u>	<u>68,626</u>

## Another Way

### Notes to the Financial Statements for the Year Ended 31 January 2025

..... continued

#### 3 Charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £	Total Funds 2024 £
<b>Charitable activities</b>				
Fundraising	4,666	-	4,666	73,122
Other income	3,622	-	3,622	1,718
	<u>8,288</u>	<u>-</u>	<u>8,288</u>	<u>74,840</u>

All of the income from charitable activities in 2024 related to unrestricted funds.

#### 4 Total resources expended

	Charitable activities £	Fundraising £	Total 2025 £	Total 2024 as restated £
<b>Direct costs</b>				
Fundraising costs	-	3,393	3,393	23
Purchases	5,089	-	5,089	9,840
Wages and salaries	71,678	11,936	83,614	24,809
Staff NIC (Employers)	853	56	909	-
Staff pensions	1,267	202	1,469	393
Subcontract cost	15,504	-	15,504	21,790
Employee expenses	3,418	-	3,418	322
Volunteer expenses	413	-	413	522
Computer software and maintenance costs	19,346	-	19,346	2,302
	<u>117,568</u>	<u>15,587</u>	<u>133,155</u>	<u>60,001</u>
<b>Support costs</b>				
Insurance	157	-	157	157
Printing, postage and stationery	72	-	72	-
Trade subscriptions	309	-	309	161
Sundry expenses	97	-	97	-
Advertising	3,118	-	3,118	5,109
Accountancy fees	1,903	-	1,903	760
Independent examiner's fee	500	-	500	500
Legal and professional fees	940	-	940	-
Bank charges	57	-	57	-
	<u>7,153</u>	<u>-</u>	<u>7,153</u>	<u>6,687</u>
	<u>124,721</u>	<u>15,587</u>	<u>140,308</u>	<u>66,688</u>

Of the expenditure in 2024 £94,929 related to unrestricted funds and £18,499 related to restricted funds.

## Another Way

### Notes to the Financial Statements for the Year Ended 31 January 2025

..... continued

#### 5 Governance costs

	2025	2024
		as restated
	£	£
Accountancy fees	903	760
Independent examiner's fee	500	500
Legal and professional fees	940	940
	<u>2,343</u>	<u>2,200</u>

#### 6 Trustees' remuneration and expenses

No trustees received any remuneration in the year (2024 - £nil).

No trustees were paid any expenses in the year (2024 - £nil).

#### 7 Employees' remuneration

The monthly average number of persons (including senior management) employed by the charity during the year was as follows:

	2025 No.	2024 No.
Charitable activities	<u>5</u>	<u>2</u>

The aggregate payroll costs of these persons were as follows:

	2025 £	2024 £
Wages and salaries	83,614	24,809
Social security	909	-
Other pension costs	1,469	393
	<u>85,992</u>	<u>25,202</u>

No employee received emoluments of more than £60,000 during the year.

#### 8 Taxation

The registered charity is exempt from taxation on income and gains.

## Another Way

### Notes to the Financial Statements for the Year Ended 31 January 2025

..... continued

#### 9 Intangible fixed assets

	<b>Development costs as restated £</b>
<b>Cost</b>	
As at 1 February 2024	48,000
Additions	22,920
As at 31 January 2025	<u>70,920</u>
<b>Net book value</b>	
As at 31 January 2025	<u>70,920</u>
As at 31 January 2024	<u>48,000</u>

#### 10 Debtors

	<b>2025</b>	<b>2024 as restated</b>
	<b>£</b>	<b>£</b>
Other debtors	<u>40,000</u>	<u>40,000</u>

#### 11 Creditors: Amounts falling due within one year

	<b>2025</b>	<b>2024 as restated</b>
	<b>£</b>	<b>£</b>
Trade creditors	3,292	-
Taxation and social security	2,179	65
Other creditors	34,017	33,530
Accruals and deferred income	2,000	780
	<u>41,488</u>	<u>34,375</u>

#### 12 Pension scheme

##### Defined contribution pension scheme

The charity operates a defined contribution pension scheme. The pension cost charge for the period represents contributions payable by the charity to the scheme and amounted to £1,469 (2024 - £393).

Contributions totalling £517 (2024 - £30) were payable to the scheme at the end of the period and are included in creditors.