



Young Climate Warriors

Annual Report January 2022 – December 2022

Charity Reg No: 1192440

Registered address: Fishers, Shepherds Green, Henley-on-Thames, OXON RG9 4QL

www.youngclimatewarriors.org

Trustees:

Katrina Judge – Chair

Sarah Tobin – Secretary

Marie-Therese Woodward – Treasurer

Claudia Drake – Fundraising lead

Fleur Wells – Safeguarding lead

Our Vision: To inspire a national team of ‘young climate warriors’. All children in KS2 and KS3 will have the opportunity and resources to help them learn about and understand climate change, and feel empowered to reflect, discuss and choose their own informed path of action.

Our Goals/Objectives:

- 1) To increase children’s awareness and understanding of climate change – to inspire learning, increase knowledge and understanding, encourage values-led discussion and cultivate cross-curricular thinking.
- 2) To inspire behavioural change by the use of positive messaging and a ‘that’s doable’ mindset. Encourage awareness of the impact on climate change of daily activities, alongside normalising carbon-emissions cutting actions. ‘Little by little, a little becomes a lot’.
- 3) To encourage an appreciation and respect for nature and a shared responsibility for our planet and the values of social justice, inspiring empathy for others.

Our activities:

- 1) **Weekly challenges** – YCW sets fun, age-appropriate, weekly term-time challenges to help children learn about living sustainably and tackling climate change. Weekly challenges are shared via our blog, social media, email, and teachers receive a related weekly ‘schools pack’. Simple resources introduce the weekly theme with contextual information, images and video links, as well as suggested text for communicating the topic to parents.



- 2) **Climate Change Club in a Box** – A series of 10 ready-to-use, off-the-shelf, zero-cost 'climate change club' sessions, for use as an after-school club, or with an 'eco-club'. Links to these materials are emailed to teachers who request them.
- 3) **'Inspirational' resources** – Our website provides additional YCW materials – assemblies and a Kahoot! Quiz, as well as curated links to video clips, webpages and news articles. Where practical we offer school visits.
- 4) **Ambassador Assemblies** – Connecting schools across the UK with local Young Climate Warriors Ambassadors to deliver in-person, discussion-based, interactive, animated climate change assemblies. Helping pupils understand and engage with climate change, and our 'choices' for daily sustainable living in a positive, age-appropriate way.

Our achievements in 2022

Overview

- January 2022 – Joined Our Shared World (coalition advocating SDG4.7 – Quality education for sustainable development)
- Spring – Complete 're-brand' with amazing input from Wunderman Thomson.
- April – Ambassador Programme launched on Earth Day 2022.
- May – 'New look' weekly challenge email
- July – Stand at the Festival of Education (draws over 5,000 attendees)
- July – Climate Change Club in a Box – Global Dimensions Awards – Top 5 resources 2022
- Summer – Ambassador Assembly movie created.
- Autumn – Introductory training for first tranche of Ambassadors
- November – Awarded Duke of Edinburgh Approved Provider status.
- November – Simplified slides added to the 'weekly schools pack'.

Engaging with schools and families

- Schools – weekly schools email – 174 teachers signed up in 2022 (137 from UK primary schools, 37 from others / abroad). 391 current total. Average open rate of 36.5%.
- Schools – Climate Change Club in a Box – Requested by 35 teachers in 2022. 119 teachers received link since launch.
- Schools – Assemblies – 8 assemblies held in 2022. Sharing the topic of climate change with over 960 children (on the conservative side – 4 year groups, 1 form entry)
- Families – Mailchimp – numbers at 827 (haven't targeted any marketing activities to this audience). Open rate high – average 40.8%
- Families – Hit the red button (HTRB) – 51 certificates sent out in July 2022 to those who had HTRB.



'Getting us out there'

- YCW weblink/resources shared by partner organisations – CountUsIn, Curiosity Connections, Transform our World (Global Action Plan), Global Dimension (Reboot the future), Duke of Edinburgh Scheme, Educational Resources Agency. Eco-anxiety blog post with Teentips.
- Website – 80% of visitors are 'new'. 59% of visitors reached us directly, 30% by 'organic search'. 56% access via desktop, 41% via mobile, only 2% tablet.
- Social media. Instagram – 505 followers. Last 2 months reached 2,437 accounts (compared to 1,565 accounts 2 months to Sept 2022). Facebook – 276 followers – past month reach 167 people – 85% women. Twitter – growing our followers.
- Marketing materials – Printed materials and Banner created for YCW stand, and 'human fruit machine'. T-shirts designed for Ambassadors.

'Listening to our audience'

Teachers survey (March 2022)

- 30 responses. 80% think "taking small actions with YCW makes pupils feel good about themselves". 77% think 'it's a great way of learning about climate change'. 61% think 'pupils enjoy being part of a bigger team tackling climate change'
- Weekly challenge shared in newsletter – 58%, in eco-team meetings – 32%, in Assembly – 22%, in class – 19%, on noticeboard – 16%.
- Use of YCW weekly materials. Slide infographic – 41%. All three – 32%
- What else can YCW help with. 75% – online YCW resources by topic (we're still working on developing this). 55% assemblies in school (achieved through Ambassador programme). 51% inset / cpd materials (potential in the future)

CCC in a Box survey (Nov 2022)

- 11 responses. 88% rate the CCC in a Box resources 8-10/10. 44% use in after-school/lunch club. 33% use in class. 33% use in eco-team meetings.
- 77% think 'taking small actions makes pupils feel good about themselves. 66% think 'it's a great way of learning about climate change. 55% think challenges/ topics encourage good discussion.
- 'I love this resource. It has been very useful for engaging older Primary pupils (aged 10/11yrs). Brilliant if there was a similar resource more suited to younger pupils (not sure we can deliver this at the moment)

Assemblies feedback – 2 quotes (more on the YCW website)

- The YCW assembly was a fun and informative way for our children to learn about climate change and about what they can do to help. We loved the heart-warming and inspiring message that by making small changes they can collectively make a huge difference.' **RAF Benson Primary**
- 'We loved the climate change assembly. The children were really engaged and listened well and the adults all spoke about it with enthusiasm afterwards. The messages in the video and those delivered via the activity were really important – the children especially loved the little saying paired with the hand gestures' **Henleaze Primary School, Bristol.**



CHARITY COMMISSION
FOR ENGLAND AND WALES

Young Climate Warriors

Receipts and payments accounts

CC16a

For the period from

1st January 2022

To

31st December 2022

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
General donations	60	-	-	60	-
Sponsorship	340	-	-	340	-
Tickets	78	-	-	78	-
Daf Live	12,500	-	-	12,500	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	12,678	-	-	12,678	-
A2 Asset and investment sales, (see table)					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	12,678	-	-	12,678	-
A3 Payments					
General running costs	1,281	-	-	1,281	-
Wages	12,102	-	-	12,102	-
Marketing	526	-	-	526	-
Festival of Education	321	-	-	321	-
Ambassador Programme	2,637	-	-	2,637	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	16,787	-	-	16,787	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	16,787	-	-	16,787	-
Net of receipts/(payments)	3,890	-	-	3,890	-
A5 Transfers between funds					
A6 Cash funds last year end	29,142	-	-	29,142	-
Cash funds this year end	25,253	-	-	25,253	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds	Barclays Bank	25,253	-	-
		-	-	-
		-	-	-
	Total cash funds	25,253	-	-
(Agree balances with Receipts and Payments accounts (A1))				
		Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-

CC16a accounts (155)

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Katrina Judge	4/2/23