

earthed

**Annual Report and
financial statements
for the period ended
31 December 2022**

Our future, Regenerated

Initiative Earth (A company limited by guarantee),
Registered number: 12550616, Charity number: 1192512.

Initiative Earth
(A company limited by guarantee)

Reference and administrative details of the Company, its Trustees and Advisers
For the period ended 31 December 2022

Trustees

C Delevingne
J Harries
D Mirchandani
J Beazley
I Noero
N Ramchandani (appointed 08/03/2023)

Key Management Personnel

C Reed, Director and co-founder
R Reed, Director and co-founder
W Rudmer, Head of Production
C Ackers, Head of Partnerships and Communications
K Dhall, Head of Marketing and Community

Company registered number

12550616

Charity registered number

1192512

Registered office

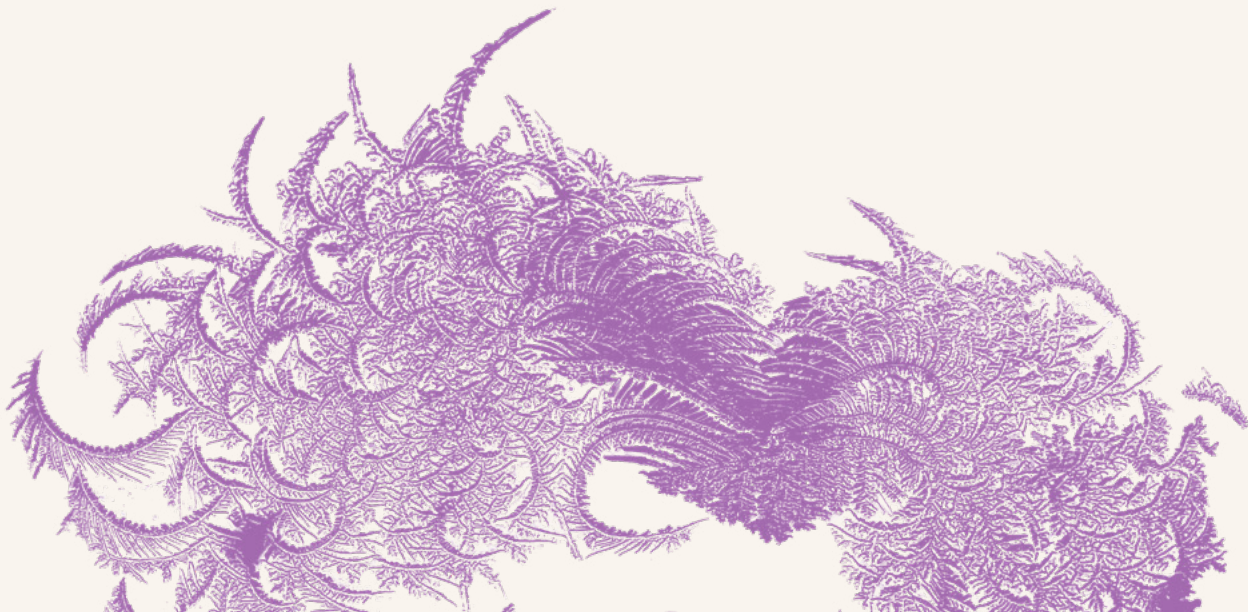
14th Floor
33 Cavendish Square
London, W1G 0PW

Independent examiner

David Pumfrey FCA
Simmons Gainsford LLP
Chartered Accountants
14th Floor, 33 Cavendish Square
London, W1G 0PW

Bank

Triodos Bank
Deanery Road
Bristol, BS1 5AS



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The Trustees present their annual report together with the financial statements of the Company for the 1 May 2022 to 31 December 2022. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Statement of Trustees' Responsibilities

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

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

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

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

Small Company Provision These financial statements have been prepared in accordance with the special provisions relating to small companies within part 15 of the Companies Act 2006

Approved by order of the members of the board of Trustees and signed on their behalf by:

C Delevingne

Trustee

Date:

DocuSigned by:



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9/29/2023

Independent Examiner's Report For The Period Ended 31 December 2022

Independent examiner's report to the Trustees of Initiative Earth ('the Company')

I report to the charity Trustees on my examination of the accounts of the Company for the period ended 31 December 2022.

Responsibilities and basis of report

As the Trustees of the Company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act').

In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act.

I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies. I have completed

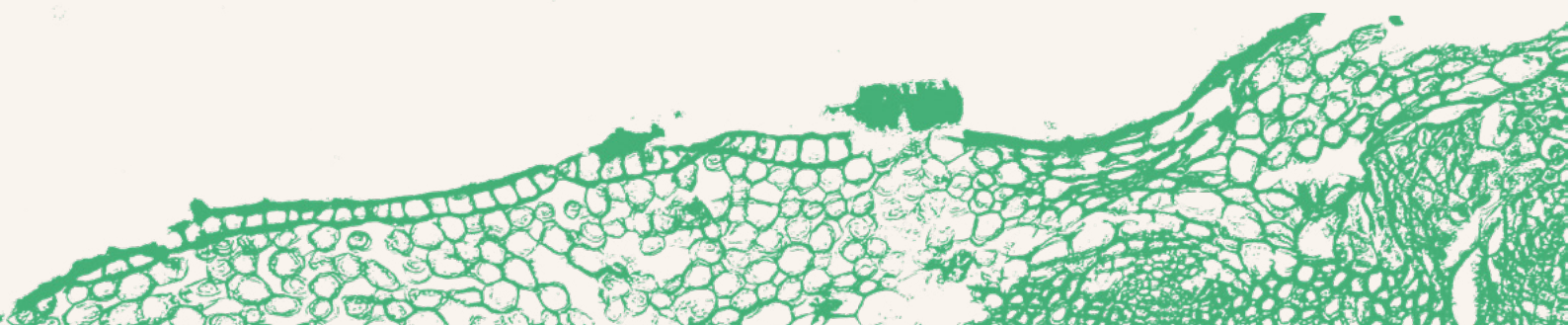
my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached. Signed Dated 29/9/2023 | 17:25 BST

David Pumfrey FCA

Simmons Gainsford LLP Chartered Accountants
14th Floor 33 Cavendish Square, London, W1G 0PW



Foreword

2022 was a monumental year for Initiative Earth. Against a backdrop of increasing political and ecological instability around the world, the Charity laid the foundations and formulated the approach for Earthed, the platform through which it will empower people around the world to make a solutions oriented and grassroots response to the global ecological emergency.

The global impact of the war in Ukraine led to increased energy and food prices, the beginnings of inflation and a cost of living crisis adding to the residual effects of the COVID-19 pandemic, which had already swept through and devastated many middle and low income families with unforetold effect on mental health, above all among schoolchildren and young adults. Accounts of increasing social inequality and polarisation dominated the news alongside extreme weather events, including record temperatures, wildfires, droughts and floods dominated the news as many people around the world saw the first-hand effects of climate change. The UN's 27th Climate Change Conference (COP27) took place in Sharm El Sheikh, Egypt, attended by more than 100 global Heads of State and governments. Shortly after, the UN Convention on Biological Diversity Conference (CBD COP15) took place in Montreal, Canada, setting goals and targets for 2030 to protect and restore biodiversity.

These events strongly influenced the trajectory of Initiative Earth and the development of our 5-year strategy, which would begin with the launch of Earthed in 2023, a nature skills platform for a global community learning from and for Nature. In preparation for this, we produced an extensive membership report looking at the needs of our stakeholders, mapped out our partnership and fundraising strategies, began the design of the Earthed platform, finalised work on our brand identity and tone of voice, built relationships with an extensive network of teachers and ecosystem restorers around the world, and produced 28 online high quality

courses to enable anyone anywhere to restore their local environments and grow food. That we had this success in a year in which we encountered funding challenges and roadblocks was a testament to the team, its capacity and resilience.

2022 was also the year that we decided to stop funding work on EcoResolution, which had been the main focus of the Charity to date. EcoResolution had served as an educational campaign, building awareness about the climate crisis through social media, celebrity and influencer ambassadorship, cross-sector partnerships, content and media creation. When it was created on 1 January 2019, EcoResolution was one of the first campaigns of its time to use these strategies. Since then, similar campaigns have mushroomed and the campaign no longer served the need it was created for. The times we find ourselves in require skills, skills for active participation in ecosystem restoration, and the networks, support and funds to build the capacity to do this. This paved the way for Earthed.

2022 also saw a significant organisational restructure as we streamlined the team ready for expanding capacity with the launch of Earthed in 2023.

As we look ahead to 2023, we are excited to begin implementing our new strategy, and to continue to build on the strong foundations we have laid in recent years, in our funding and in the relationships that we have nurtured with our partners on the ground, as well as with our peers and allies.

Objectives & Activities

The Global Ecological Emergency

Over the next 7 years, one billion hectares of earth must be restored. According to the UN Decade on Ecosystem Restoration, we have until the end of the decade to bend the curve on nature and biodiversity loss. The number of collaborative interactions and on-the-ground activities needed to upscale restoration activities to the point where they are having meaningful global impacts is too great for one initiative to directly orchestrate and manage. Therefore, the only way global ecosystem restoration can be achieved is if local people everywhere are able to take part. However there are barriers to action: skills, network capacity and connection, and funds.

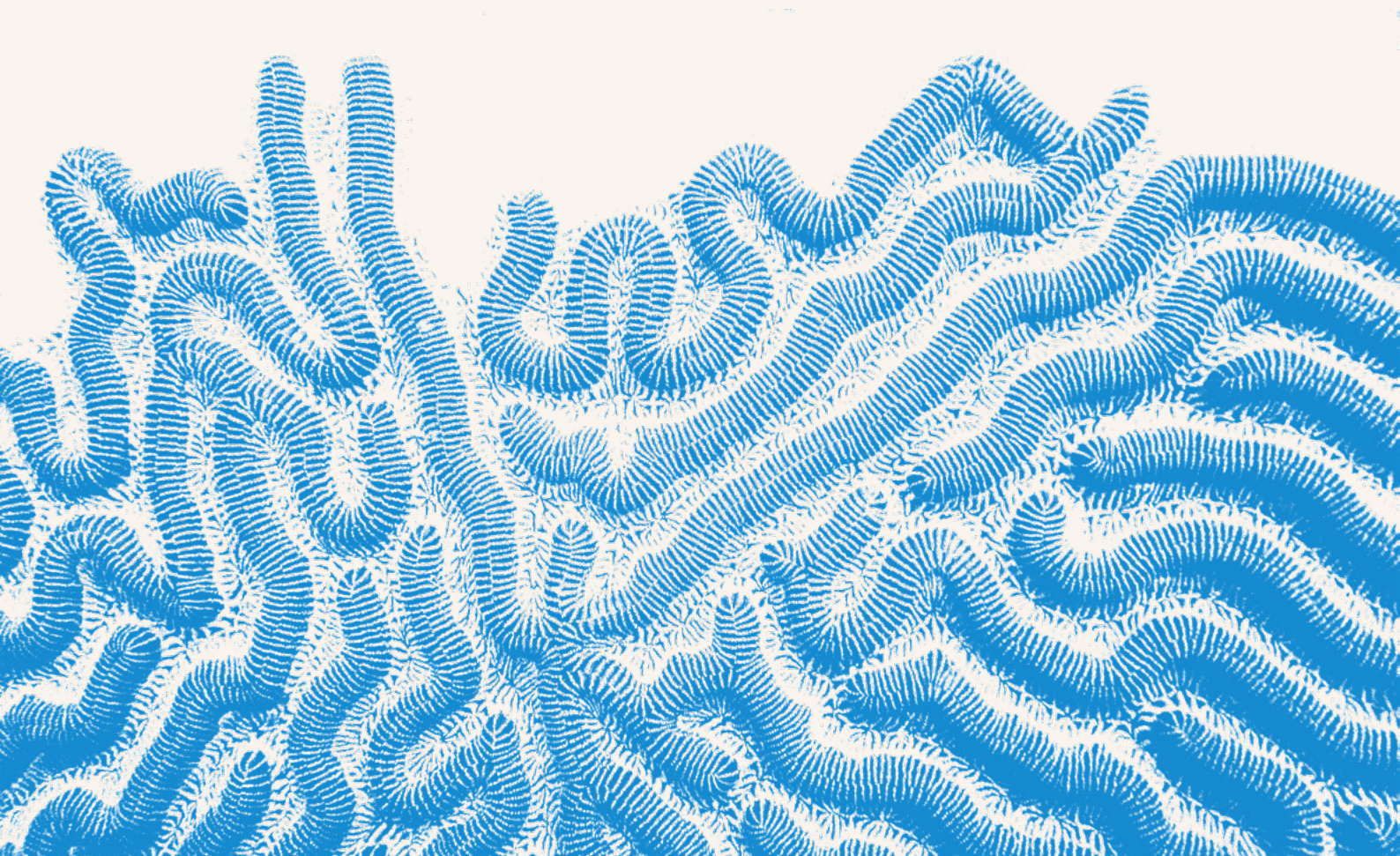
Earthed & Removing Barriers to Action

Initiative Earth is now directing all funds to the launch and development of Earthed, a nature skills platform for a global community learning from and for nature. Earthed exists to remove barriers to action by creating a peer-driven, mass mobilised ecosystem restoration movement, providing access to the skills, networks and funds people need to start and scale local projects. By breaking down these barriers, Earthed provides a scalable, solution-oriented platform that has the power to unite people in positive action for ecosystems and communities. It will do this primarily through enabling access to the skills needed for people to play an active role in the transformation that is needed, beyond simply understanding the problem or making consumer based changes, which has been shown to increase climate anxiety and apathy.



How Earthed Breaks Down Barriers

Barriers	Earthed solution
Knowledge & Skills	An open-access platform of on-demand courses taught by leading international teachers.
Network Capacity & Connection	Community areas with member profiles, direct messaging, live events, and storytelling.
Money	An Action Fund established through the monthly member donations.
Awareness	Campaigns with celebrities and partners to break out of silos and give practical solutions.



Mission

To galvanise a peer-driven, mass mobilised ecosystem restoration movement by giving anyone, anywhere, access to the skills, networks and funds they need to restore nature and learn to grow.

Impact statement

By 2023 we aim to enable 1,000,000 people to participate in the global ecosystem restoration, agroecology and food sovereignty movements. Together we will mainstream restoration knowledge, help fund community-oriented regeneration projects, build back biodiversity, restore degraded ecosystems, localise food systems and help every balcony, city, farm and river burst with life.



3 Strategic Pathways

Through Earthed, Initiative Earth has identified 3 strategic pathways through which it will:

01

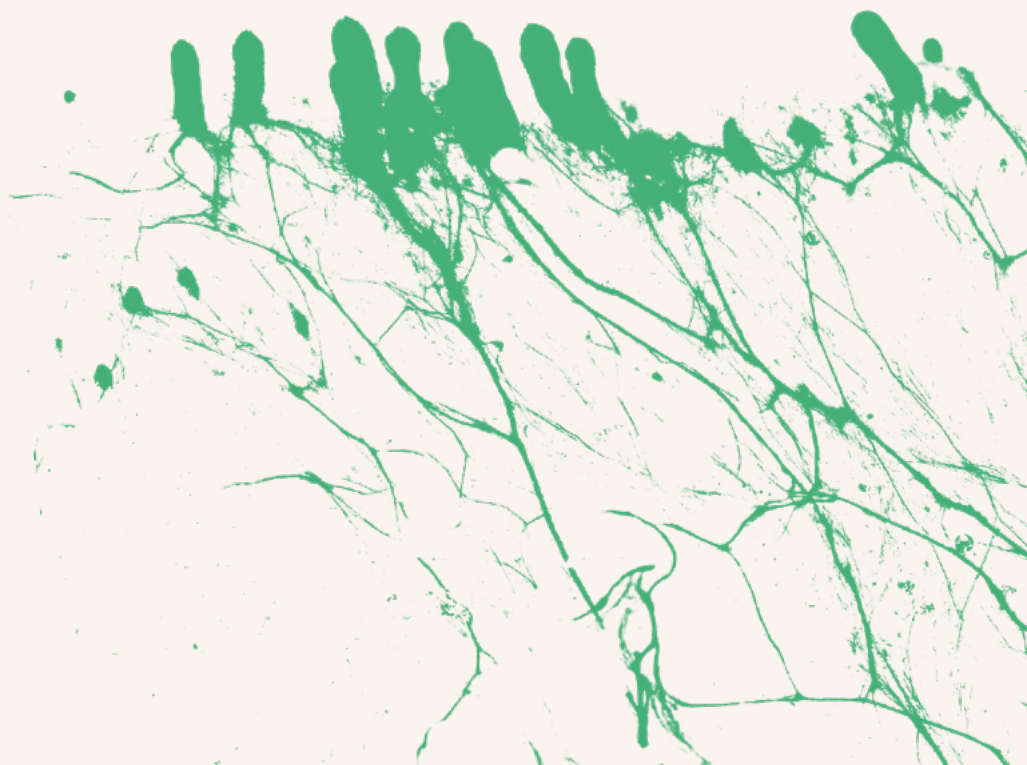
Galvanise a global restoration movement by increasing the technical capacity of individuals and communities. Earthed will provide access to the skills and networks people need to start and scale restoration projects. Members will be able to access practical nature skill courses led by Nature Teachers from around the world, enabling them to grow food, restore their local river, harvest rainwater, start a farmers market, urban garden, reforest, increase biodiversity, prevent droughts or floods, restore corals and coastal areas, protect against wildfires, desertification and much more. Through the platform, members will be able to access the networks and community that are needed for the long-term success of restoration projects, as well as be inspired, empowered and supported by others further on their restoration journeys.

02

Generate funds for the global restoration movement. By leveraging the e-learning market with a competitive e-learning offer, Earthed will channel funds raised into the Action Fund through which it will distribute trust based grants to members and teachers.

03

Mainstream restoration knowledge. Through strategic partnerships, celebrity engagement, press, influencer marketing, festival collaborations, corporate partnerships and creative campaigns, Earthed will drive awareness of the solutions we all have at our fingertips to take direct action to restore nature.



Earthed will offer actionable education covering all bioregions, in multiple languages, with impactful creative comms, engaging community forums and the backing of the United Nations and celebrity ambassadors.

High quality, self-paced courses will cover a diversity of practices such as landscape restoration, community oriented restoration, agroecology and urban gardening. By becoming a member, participants will join a thriving network of people learning together, and their monthly donation goes to establishing the Action Fund for projects on the ground. Earthed will always be free to those that need it.



In 2023, the Earthed platform will offer:

- A user-friendly platform found at www.earthed.co
- Practical and skill-based courses
- Access to knowledge that distance, time and resources would otherwise render out of reach
- A wide variety of online courses covering all bioregions
- On-demand / self-paced / on-the-go learning
- Curated, actionable, and exclusive content
- Beautiful, engaging, fun, video & learning materials
- A vibrant online learning community and forums
- Direct impact through the donations one makes
- Direct messaging and profile creation.
- Specific forums to share knowledge, stories and questions
- Live events with teachers and experts.

Next iterations will include:

- Access to grants through the Earthed Action Fund
- All courses translated into Spanish, Italian, Hindi, Portuguese etc
- An iterated community area with a community feed
- Iterated profiles with progress trackers
- A gamified learning experience
- A mobile app

Courses filmed and produced

March - December 2022

Between March and December 2022, Earthed filmed 28 courses with ecosystem restoration leaders in India, U.K., Maldives, U.S.A., Australia, Spain, New Zealand, and the Netherlands. Each course is between 60-90 minutes and is cut into short, easily digestible 10 minute modules.



Coral Reef Restoration.
Ahmad Aki Allaghioli
Coralive



Urban Gardening with
Alessandro Vitale



**Growing Mushrooms
& Microgreens** Jack
Hodgson. Jacks Patch



How to Build an Earthship
with Michael Reynolds



**Building Biodiverse
Gardens with Mitch**
McCulloch



River Restoration with Paul
Powlesland



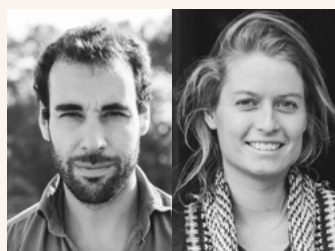
Regenerative Agriculture
with Darren Doherty



**Understanding the Politics
of Food System with Jyoti**
Fernandes



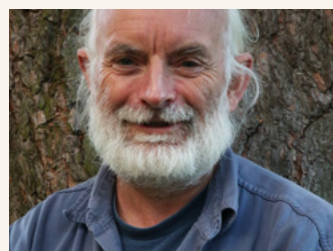
Localisation with Helena
Norberg-Hodge



Regenerative Agriculture
with Jacobo & Yannick



**Community Supported
Agriculture with Abel**
Oakenshade



Reforestation with Alan
Watson Featherstone

Courses filmed and produced

March - December 2022



Permaculture for Wildfire Defence with Andrew Millison



Farmers Markets with Gail Myers



Indigenous Food & Soil Sovereignty with Dr. Jessica Hutchings



Ecosystem Restoration with Joey Algiers & Antonio Sanches



River Restoration with Li An Phoa



Design Web with Looby Macnamara



Cultural Emergence Intro with Looby Macnamara



Agroforestry with Martin Crawford



Soil Restoration with Nicole Masters



Traditional Methods for Managing Water in the Landscape with Rajendra Singh & Minni Jain



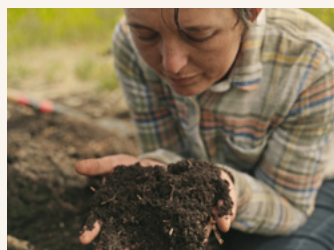
Urban Regeneration with Rishi Kumar



ER and Land Regeneration with Silvia Quarta



Biodynamic Farming with Thea Maria Carlson



Biodynamic Composting with Thea Maria Carlson



How to Restore Degraded Ecosystems with the Weather Makers with Ties van der Hoeven



Watershed Development with Watershed Organisation Trust

Tone of Voice

Identity & tone of voice

During 2022 Initiative Earth completed a fundamental piece of work around the Earthed brand identity, name and Tone of Voice working with the Pentagram team. Work began in March and was completed in September and included a quick start brand immersion; naming process; brand language; visual identity; website design and writing; go to market plan and assets creation.

QuickStart immersion

The immersion included a strategic learnings summary of previous work, future ambitions, proposition and culture together with research into audience insights and profiles based on YouGov data including media use, behaviours, affinities and hooks to entice different personas. A brand architecture was recommended for future development in relation to EcoResolution, Initiative Earth Charity and the Earthed Brand and creative briefs were delivered for the brand language and identity.

Naming

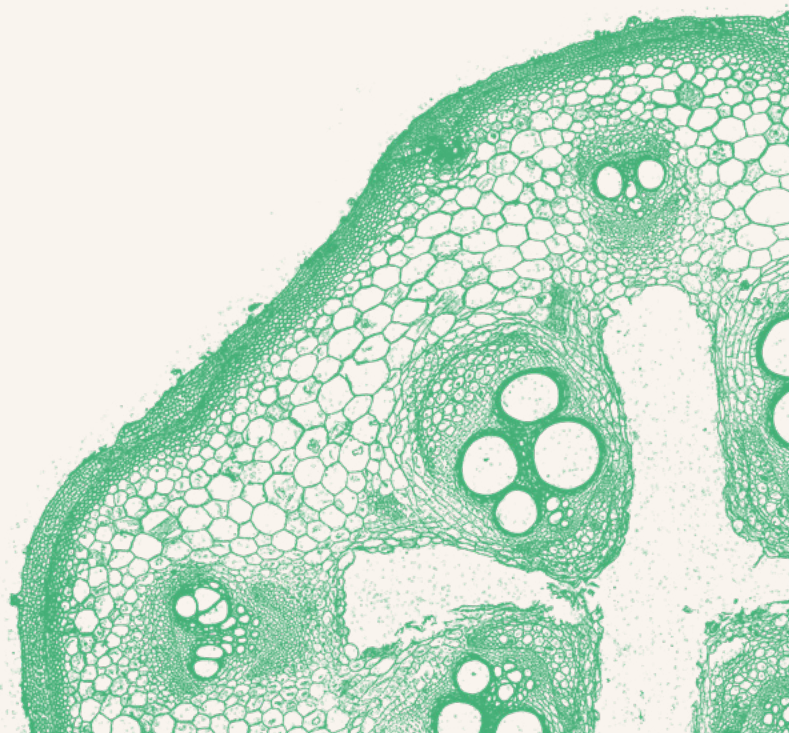
We completed a naming workshop to deliberate the potential name for Earthed via a shortlist of 15 options taking into account general availability research and legal checks. The name of Earthed was settled on unanimously.

Brand language

The team completed a wider exploration of tone of voice and visual thinking to nail down visual cues, rationales, and how they can work for different audiences, testing this TOV across a short about, tag line, three key messages and a social post. The final brand language was expressed over eight applications including a home page, social post, video identity and business card. The brand language guidelines were produced.

The tone of voice we settled on was 'humble and visionary', using the main line of 'learn from and for nature', 'where we learn from and for nature', and 'nature our teacher'. We decided on the nouns of 'platform' and 'community', 'nature skills', 'nature learners' and 'nature teachers', so that we could describe Earthed as:

- Earthed is the nature skills platform for a global community of people learning to grow.
- Earthed is the nature skills platform and community where nature is our teacher
- Earthed is the platform and community where we can all learn from and for nature
- Earthed is the nature skills platform and community – here for everyone to learn from and for nature
- Earthed is the nature skills platform....
- For people restoring ecosystems and revitalising community wellbeing
- For anyone that wants to learn ecosystem restoration and put it into practice
- Where we learn to grow, share knowledge and take action



Visual Identity

Wider explorations of the visual identity were completed to include explorations of 6 applications for research and final development, including a homepage, social post, video identity, business card, and indications of how the visual identity can work in motion graphics with partner Steve Qua. A set of 5 sonic branding sketches were delivered with partner Yuri Suzuki. Visual identity brand guidelines were produced.

It is vital that our identity is applied clearly and consistently so that audiences can easily recognise our communications, and that these build respect, loyalty and trust. The guidelines produced were designed for use by anyone using the identity including graphic designers, printers, suppliers, partner organisations and earthed staff. The idea is that they will evolve as the identity develops and as we apply it to different types of communication.

Starting with the brand idea of 'learn to grow', we delivered a strong visual identity.

Logo

The earthed logo is inspired by its name and the sentiment of being 'earthed' or 'grounded'. This is interpreted by a hand drawn underline which is used to suggest soil and the earth. We experimented with different usages, positioning and overlays.



Brand colours

The earthed colour palette is primarily one of warmth and energy, but grounded with sophistication. These can be used in a selection of tints to provide greater variety.



Visual Identity

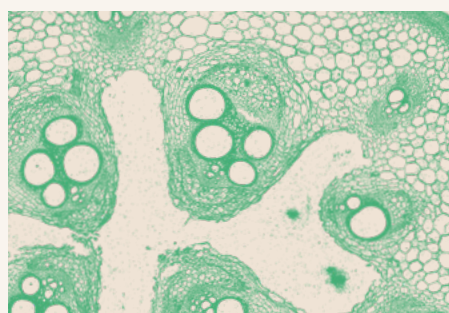
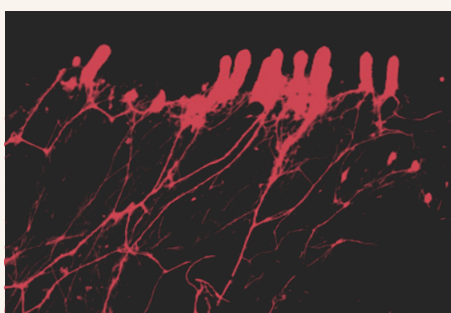
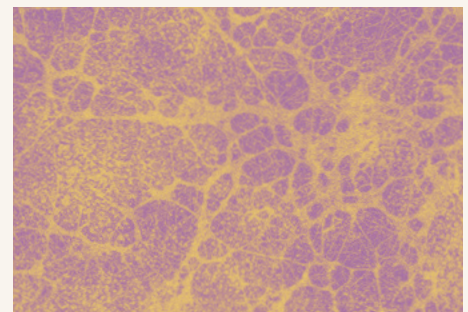
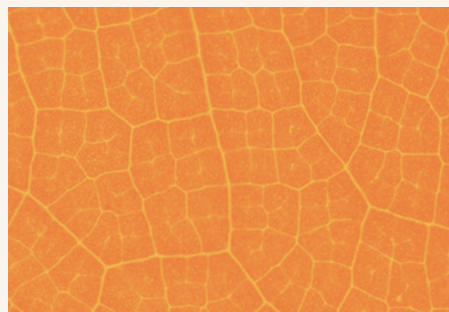
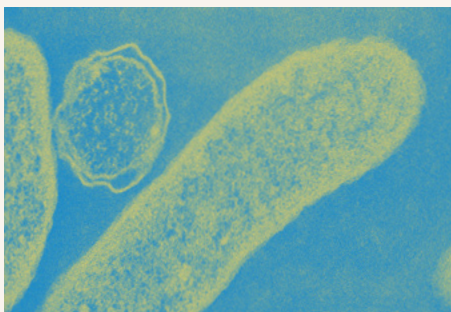
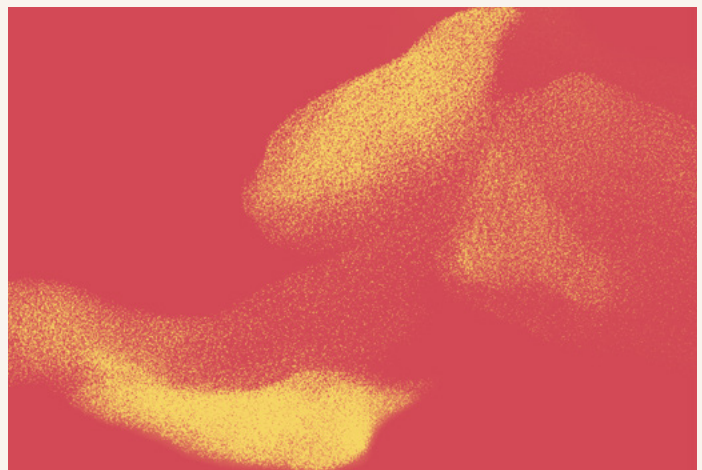
Typography

The primary typeface is Akzidenz Grotesk and we settled on a hierarchy to enable easy reading and engagement. Using hand drawn marks we can add character to typography and highlight key words. They are drawn in the same style as the underline of the earthed logo.



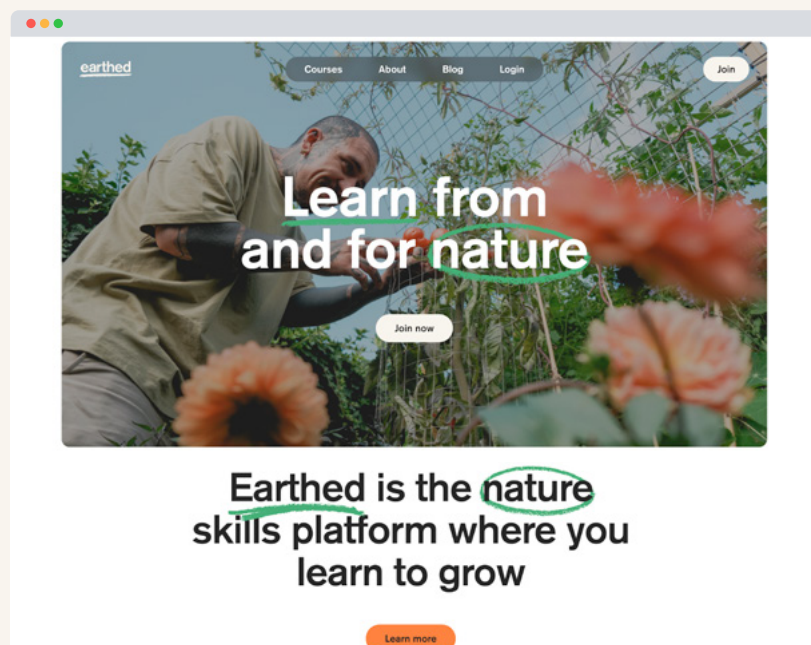
Images

We created a selection of backgrounds inspired by moments in nature to add texture and warmth to communications and help link our visual communications back to nature. Pairs of colours are applied from the colour palette and we utilise cropping to achieve different effects and densities.

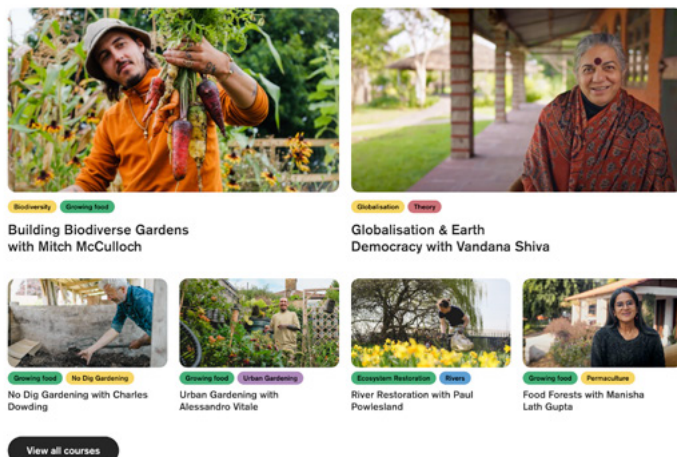


Website Development and Creation

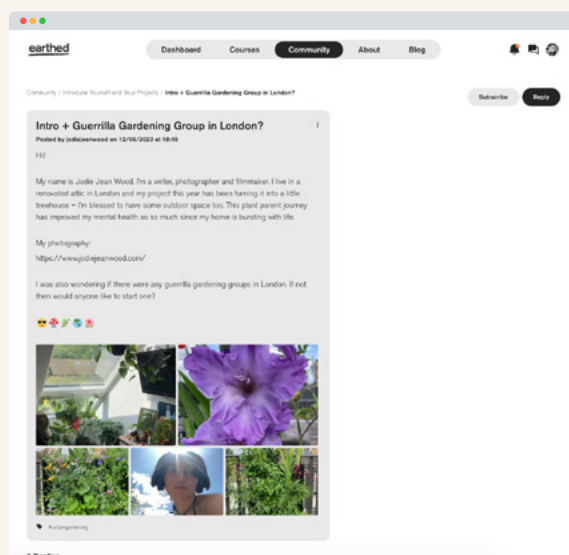
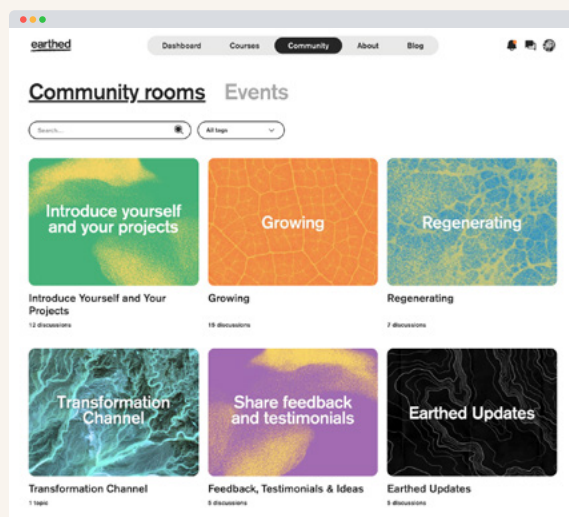
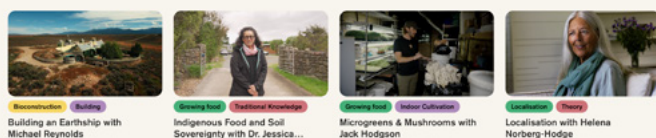
During 2022 the Earthed team completed a series of platform development workshops with potential partners and teams for the design and build of the new Website and community infrastructure. After extensive conversations with five potential partners in different locations across the world each working with different approaches we settled on Made By On, a team based in the UK.



Our courses



Coming soon



Evaluating Impact

In 2022 we completed an appraisal of how impact will be measured. Until the launch of the Action Fund, impact will be evaluated in terms of how the courses and community enable and support active engagement in the ecosystem restoration movement. This will be done in qualitative and quantitative ways using data including but not limited to member retention rates, community engagement, course completion rates, post course online quiz results, partnerships and network capacity, feedback surveys and analytics generated via the platform. Through member surveys we will track the 'distance' someone goes in developing their practical skills, community organising, optimism and confidence to take action. In the community areas members will be able to

'share their projects'. Earthed will engage individual members in interviews to deeply understand the impact of the platform and how it can continue to evolve to offer the best service to the members.

Once the Action Fund launches, Earthed will also evaluate success via the amount of funds that are distributed and the impact that it enables both qualitatively as well as quantitatively through partnerships with carbon and biodiversity tracking data platforms. Earthed will share learnings via the charity's annual report as well as through social channels, the community forum and member newsletters.

Impact Outcomes & Indicators: Theory of Change

Seeds: Mindset

- Earthed will enable people to enhance their health and wellbeing as members increase in their hope and optimism in a happier, healthier future. Earthed acts as an antidote to climate anxiety and apathy, offering practical skills that can generate scalable impact for the self, community and nature.
- Example indicator: 70% of members have increased belief in the potential of humanity to restore degraded ecosystems

Mycelium: Network Capacity

- Earthed will enable a peer-driven movement through a dynamic network that shares knowledge, learnings and ideas. This network will sustain and develop restoration projects and foster movement resilience and the sharing of resources.
- Example indicator: 50% of members have sought and found support and resources for their projects via the Earthed community and member services.

Roots: Ability

- Earthed will build the confidence and ability of our members to restore ecosystems as they develop practical skills based on traditional wisdom and contemporary science.
- Example indicator: 65% of members have put their new skills in action by starting / developing their own home restoration projects

Flow: Scale

- Earthed will enable members to put their skills and knowledge into action by providing access to the money they need to start or scale their projects.
- Example indicator: in 2028, £2,000,000 was distributed via the Action Fund to 40 grassroots and community-oriented ecosystem restoration and agroecology projects.

The Action Fund

Currently less than 2% of global philanthropic giving is dedicated to climate change mitigation and traditional grant giving models can be inaccessible to many grassroots projects. Through the action fund, Earthed will leverage the the “knowledge economy”, forecast to reach \$400 billion by 2026, to help fund the global ecosystem restoration movement.

The Action Fund embodies the ‘flow’ stage of our Theory of Change, recognising that once people have engaged in learning practical restoration skills and are deepening their connection to nature and community, many will still face a financial barrier to designing, starting or scaling their own initiatives. The fund builds bridges between digital knowledge acquisition and real world action by paying forward members’ donations to other members, in turn making restoration accessible, celebrated and motivational for members and a wider audience.

Earthed will work with members and a diverse advisory board to create radically inclusive, participatory and trust-based approaches to grant giving. The fund will primarily support grass root, community-oriented restoration and agroecological projects globally.

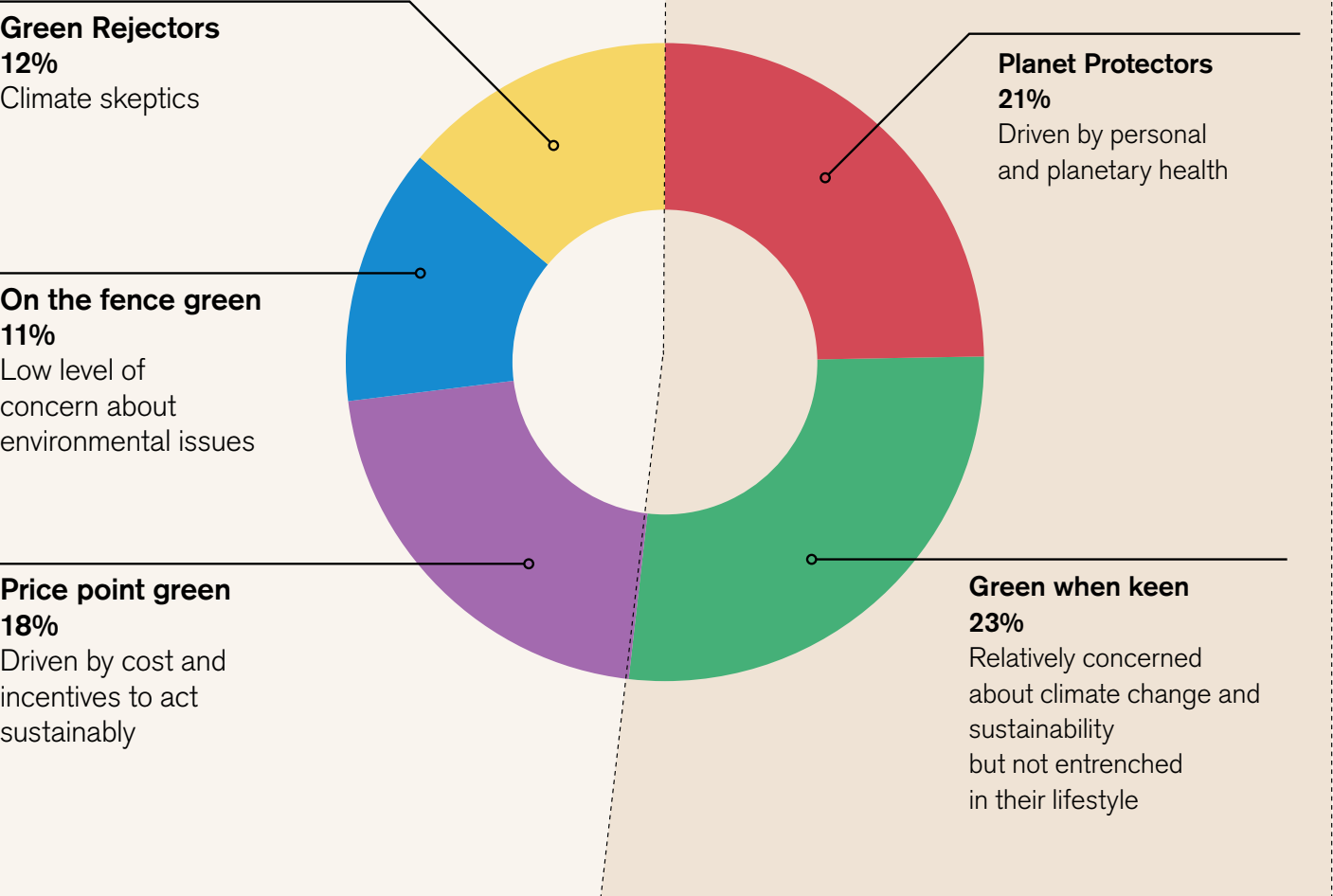
The Action fund will launch once membership revenue exceeds the annual running costs of Earthed. We will begin development and testing of the Action Fund in 2024/25.



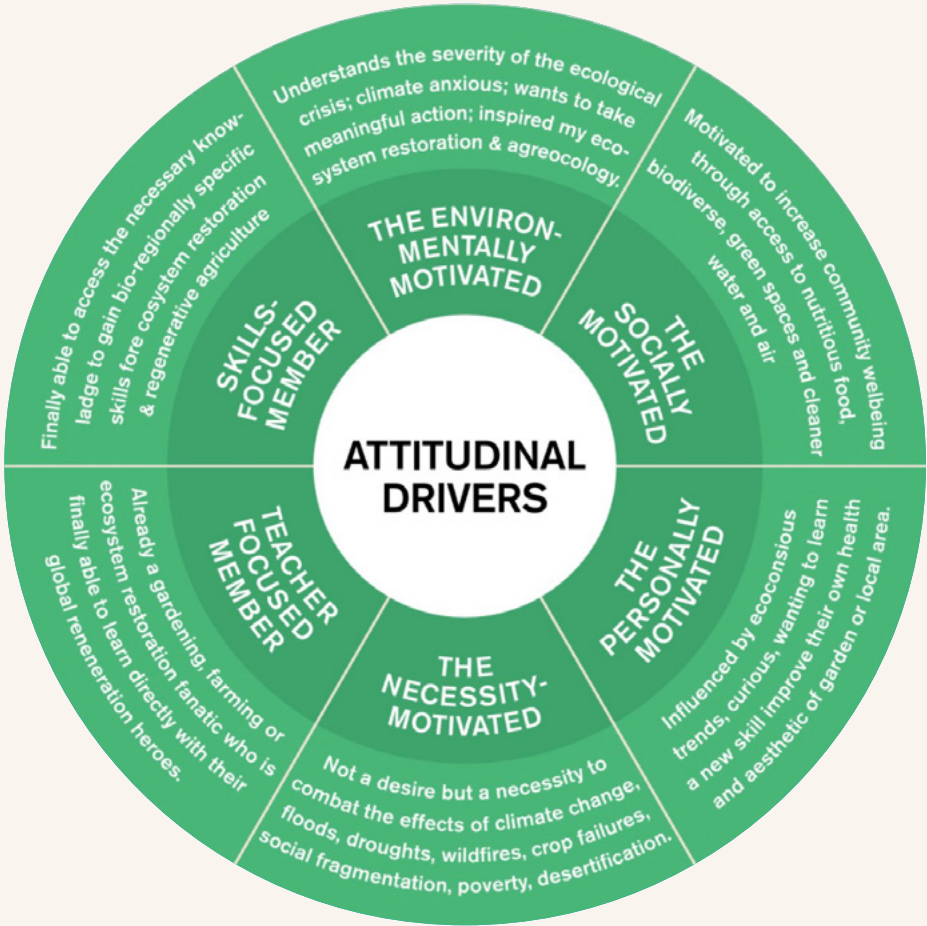
Stakeholders

More than two thirds of the global population want to address the environmental crisis, yet many people don't know where to start. Through audience research completed in 2022 we settled on the three most highly motivated demographic segments within the overall U.K. population as our key audiences for 2023: Millennials, Gen Z, and Boomer II, representing more than 20 million people in the UK.

Earthed is for a global, intergenerational coalition of people who want to participate in nature restoration - everyone and anyone looking to turn their natural curiosity and climate hope into skill and impact. Members will have multiple motivations which our engagement strategy is designed to address to motivate long term engagement. Our priority is to foreground practical nature solutions and veer away from polarising narratives that name, blame and shame. It is essential that Earthed's communications do not exclude groups through rhetoric or ideology.



Stakeholders



Partnerships

Central to achieving impact is Earthed’s Partnership strategy. There are three pillars this, with a focus on leveraging partnerships for **(1) income, (2) impact, (3) reach**. Our partnerships are divided across three categories: Corporate Partnerships, Strategic Partnerships, and Media Partnerships.



Corporate Partnerships Funding
Founding Partners Revenue · Awareness · Member Acquisition
Corporate Membership Revenue · Member Aquisition
Tech Partners Revenue · Impact
Founding Partners Revenue
Strategic Partnerships Impact
Institutional Partners Awareness / Credibility · Member Acquisition
Grassroots Partners Member Aquisition · Awareness / Credibility · Impact
Impact Measurement Partners Mission Success · Impact
Media Partnerships Reach
Storytelling Partners Awareness / Credibility · Member Acquisition
Earthed Advocates Awareness / Credibility · Member Acquisition
Media Partners Awareness / Credibility · Member Acquisition

Partnerships (continued)

Founding Partners

A core element of the strategy for Earthed is the Founding Partnerships. These will be 3 or 4 well-established organisations integral to the lift-off of Earthed, who will support over three years.

Corporate Membership

For the staff members of businesses for community, organisational and home projects.

Course Donors

Organisations can directly financially donate for the creation of a specific Earthed course.

Tech Partner

Earthed will seek a long term tech partner to enter into a minimum 3 year agreement in order to specifically support the development of the platform and improve user experience for Earthed members.

Strategic Partnerships

Strategic partners refers to partnerships entered specifically to boost impact and assist in mission success. These include:

Institutional Partners

We currently have a host of institutional partners. These are mission-aligned organisations (often not-for-profits) who want to enter into partnerships around resource sharing and other supportive activities.

Grassroot Partners

Our Grassroot Partners will be smaller grassroot organisations who support mission success by building community engagement and providing crucial feedback and member experience data to assist in impact measurement and product development. Through free membership to these organisations, we can quickly build a base of highly engaged community members.

Impact Measurement Partners

Our Impact Measurement Partners will be organisations that have the expertise and/or technology to assist in impact measurement and impact reporting.

Media Partnerships

Our Media Partnerships aim to support Earthed in visibility, reaching new audiences, and building brand awareness and credibility.

Earthed Advocates

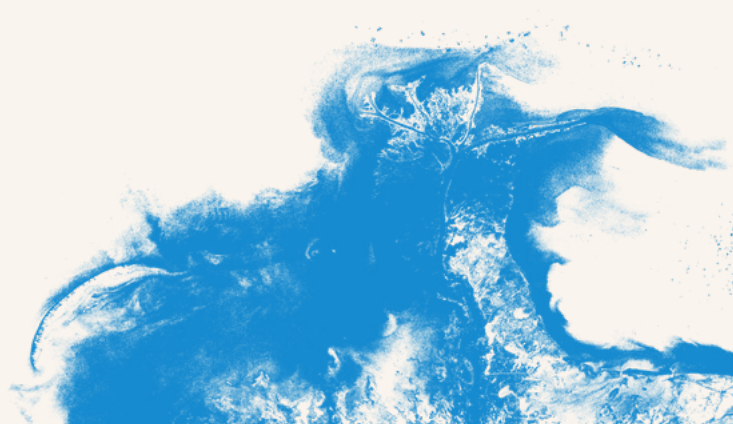
Akin to 'influencer marketing', Earthed is building a network of advocates who believe in our mission and platform and who are championing us within their networks. Our advocates are crucial for amplification, brand awareness, and member acquisition.

Storytelling Partners

These partnerships are with aligned organisations which specialise in storytelling. As well as sharing member experience, course content, and other resources of Earthed, these partnerships focus on communicating aligned topics in order to increase awareness of ecosystem restoration as well as the visibility of Earthed.

Media Partners

A branch of PR and marketing, media partnerships will enable Earthed to reach a wider audience base and build brand recognition.



Building Financial Sustainability ²⁴

Earthed aims to create a financially regenerative Charity that invests in its members and that is able to fund community-oriented restoration projects.

By 2030 we aim to have close to 100,000 donating members who have access to hundreds of nature skill courses and the thriving community forums.

Earthed's strategy aims at a 50% member increase year on year. 15% of members' monthly donations go directly to the Earthed teachers. The remainder will be divided between the Action Fund and the Charity's operational costs.



The Earthed Member Experience

In 2022 Earthed created a proposed direction for the Earthed member experience in order to enable Initiative Earth’s vision, mission and purpose. It was co-created with target audience representatives and based on key findings from the market analysis, desk based research and the qualitative research phase.

Background/Context

In May 2022 a part-time Membership Manager was hired for 6 months to work with the Strategic Development and Fundraising lead to develop and shape an innovative membership strategy and model. They embarked on a research journey to create the Membership Immersion Plan and:

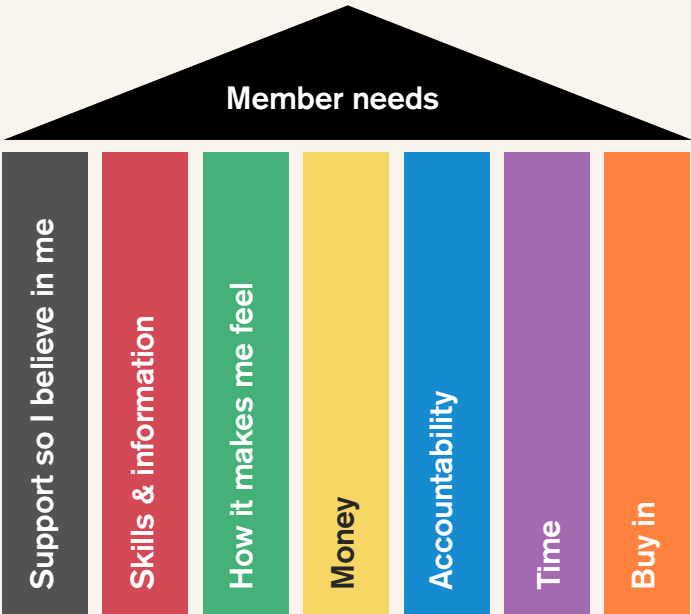
- Find answers to the question: Member to what?
- Test the hypothesis of launching a successful membership model (rather than a subscription model)
- Test the theory of change, and if Earthed, as envisioned, is the response needed by citizens to take ecorestoration action and be ecological citizens.

We are all about people power - the proposed direction of travel

During a period of 4 months we validated that Earthed needed to provide more than skills alone. Earthed must serve the membership as a top priority so that members create an authentic sense of identity and can nurture a sense of belonging. Through this we will be able to empower true culture change as, with the support of community catalysts, the community becomes accountable to itself.

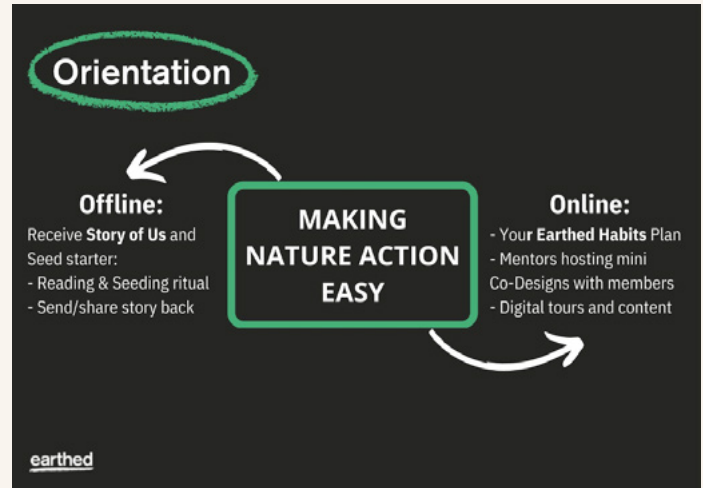
Our Member needs

From research to date, the following 7 support pillars have been identified as capturing our member needs and making up the basis for our community services - they will enable a member community to go from online learning to offline action - and ultimately serve itself as a platform for ecological citizenship:



The Earthed Member Experience (continued)

From our CoDesign sessions we learnt that the cohort's understanding of and involvement with restoration action varied, they were a conscious group that wants to do the right thing but struggles knowing what and how. They all had some knowledge and skills, but even so they are not sure how or where to use them - wherever they are at their stage of action they seemed to not know where to go next. But, we also learnt that community is what joins everyone together - the primary motivation being connection - through stories, through relationships with friends and family, through neighbourhoods coming together and greater collective choices - community is action of all sorts of shapes and sizes - but community is the connectivity and community is what enables the relationships.



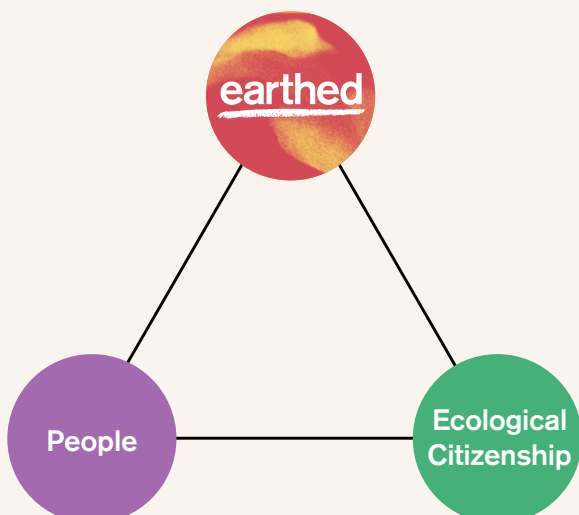
Orientation: The activities that mark a new member

When a new member has joined they will enter the orientation programme and be welcomed to the Earthed community. Research insights identified a need for something tangible, something offline to symbolise the start of one's Earthed journey. This has shaped the Story of Us output - that comes together with a seed promise ritual. All new members are given the opportunity to plant seeds - this becomes a way for them to take initial action, a small ritual with a big collective impact, something simple yet impactful and meaningful.

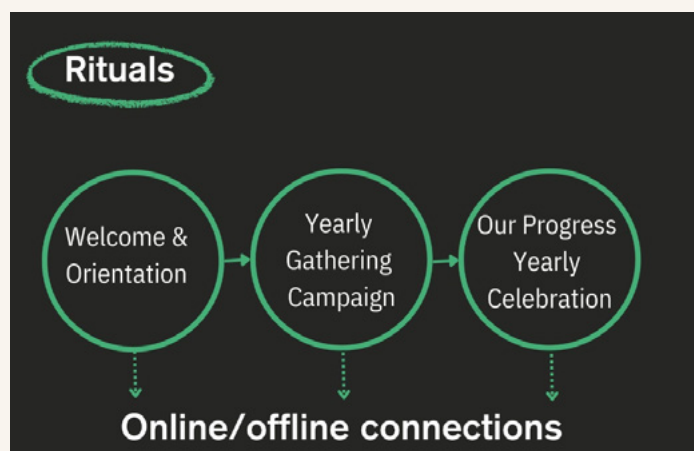
Receiving this together with the Story of Us which helps our members find and identify themselves within the community, and what the expectations of them and the community are - moves us towards our goal of collective ecorestoration action. This offline experience will be supported by the members personal online Earthed adventure and challenge journey, with community services, including course and content packed up in a way which is goal orientated and rewarding. This will be segmented based on member type and could include mini co-designs and access to your dedicated challenge group and mentor.

The Member service

Initiative Earth aims to launch Earthed as one of the solutions to realise its mission: enabling people to restore ecosystems and revive communities around the world. To unlock purpose and unleash support Earthed should be careful not to become a 'Consumer Story' as referred to by Jon Alexander and Ariane Conrad in the book Citizens, but rather as a 'Citizen Story' - this is how we realise our mission. Earthed should focus its energy on the relationship between People and Ecological Citizenship in the equilateral triangle below and on how it can enable and facilitate collaborative change with People (rather than sell/deliver a product to people).

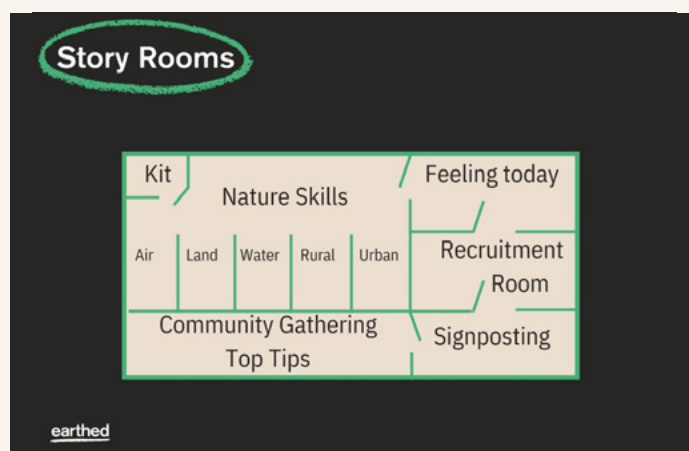


The Earthed Member Experience (continued)



Rituals: The things we do that have meaning

In addition to the welcome and orientation rituals above, throughout the year more rituals will be designed both online and offline to enable the community to come together collectively for action, celebration and deepening of connections. A yearly wildflower planting campaign is proposed as the yearly gathering campaign where members come together collectively and rally support within their networks. This too could become the launch campaign for Earthed, working closely with the marketing team to convert leads to members. Other proposed rituals are Open House meet-ups in collaboration with the Partnerships team and Earthed Awards and Yearbook celebrations. The rituals are very important for deepening connection and enabling members to serve members and we'll need to design to enable it. This is key to member retention and long term member engagement.



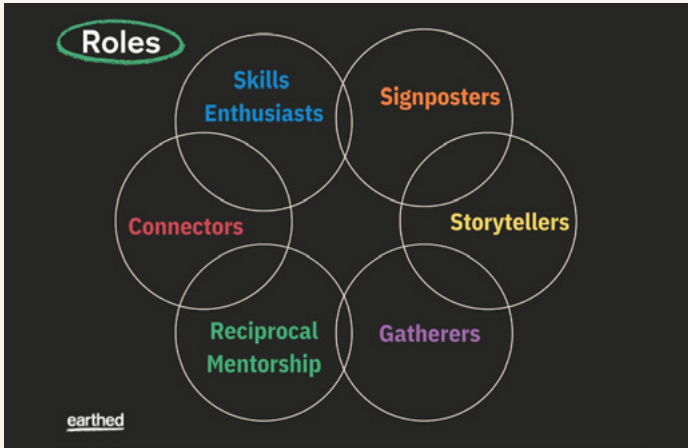
Story Rooms: What we share that allows others and ourselves to know our values

For members to serve members and to enable a community to build relationships and connections the following virtual Story Rooms have been identified. This is a place where the community can come together and share and connect - where the roles below will become vital - from research we heard the need for supporting material and community services to support learning - spaces for members to ask questions and support each other. A key learning is that we can't expect this to happen without moderation. To respond to the community needs Earthed should employ, moderate and design the Story Rooms to serve its members.

The story rooms are:

- Nature Skills - forums and threads with topics covering a range of nature skills areas where members can share learnings and their experience with each other
- Community Gathering Top Tips - as above but an area dedicated to ideas for how to organise and gather for community action
- Feeling today - a space for the community to express their wellbeing, share their personal stories, and respond to the eco-anxiety many experience
- Recruitment room - the 'Monster' job board where members can connect and recruit other members to join projects
- Signposting - where information about community groups and nature restoration resources on the ground are captured in target geographies.

The Earthed Member Experience (continued)



Roles: A path to growth as we participate.

The Earthed roles represent the members' individual superpowers - all of which are vital to establish an inclusive mass movement for ecorestoration action. As part of the Boundary principle above, the member superpower will be identified and become part of the path selected for each person, also consider our 'inner rings' and the roles the community offers one another.

Our Member Journeys

The Earthed Challenges Concept

Our research found that people are different, they have different entry points to their community nature skills/restoration journeys; some people need to understand how social justice is climate justice; some people need to better understand community; others just want practical courses and skills that they can immediately put in place.

In terms of a service, people want to understand what they commit to - they want a journey, and they want to select that to fit their needs and interests. They want to be encouraged and nudged to take actions but 'nudge me don't judge me' - for some growing a healthy houseplant will be massive, to other's it's what they have always done. All actions and progress is vital, and should be celebrated.

Our target audience key insights informed us that to enable community restoration action Earthed should:

- Adopt holistic education that gives the member ways to explore and relate to learning
- Help members move from individual to group actions
- Enable member to have quick wins
- Take member on a journey to show me what they can do - first year challenge makers become second year mentors
- Develop structure to engage organisational partners to support offline action
- Make it tangible and measurable
- It's not just about skills, but how we enable skills to be put into action.

This has resulted in the Earthed challenges concept, launching a number of specific restoration action challenges which make up the Member experience:

- Community challenges that have clear targets
- Each challenge requires the development of complementary skills:
 - restoration and community revitalization concepts
 - new nature skills
 - new community organising skills.

A direct response to the blend of learning needs as identified in the below venn diagram

- Challenge packages are simple calls to action with an A to Z progress plan

- Make it easy for anyone to participate in a challenge
- Enable people to have achieved a tangible goal
- Create challenges that can be deepened and scaled



This results in a goal oriented journey which take the Member from online learning to offline action, and from individual to community action and could look like these challenges:

1. Paradise Pollinators/Guerilla Gardening Gurus
2. Community Feeders
3. River Guardians

The above suggested challenges are built on findings from the CoDesigns and topics and areas of repeated interest to the cohort. The top nature skills that the cohort wanted to learn, as found in the questionnaire results were:

- How to build a movement
- How to use nature skills to tackle climate change
- How to nurture a biodiversity meadow
- How to start a project that feeds people in my community

In addition, ideas surfaced when they drafted Community Action Fund proposals and when choosing and reflecting on courses.

The membership co-design was undertaken during a period of 9 weeks with representatives from Earthed's target audiences in the UK and the US (proposed target markets). In addition a period of market research, target audience research and persona creations supported the CoDesign process. The proposed membership model is based on key findings and insights from this period, for the set target audiences and target markets - were Earthed to launch or expand in other areas of the world this process should be reiterated.

The proposed community action plan has been stress tested against the Theory of Change outcomes, our research shows that the proposed approach will:

- enable people to enhance their health and wellbeing by finding community with self, society, nature, and their potential to be part of the flourishing of life.
- build the confidence and ability of our individual members to restore ecosystems as they build practical skills based on traditional wisdom and contemporary science.
- enable a dynamic network to share and act on knowledge to develop and sustain restoration projects that respond to ever changing context.
- enable members to put knowledge into action by providing financial support to start and scale restoration projects.

Dependencies

Our dependencies link to our organisational needs and how we can implement and realise the above concept.

Our organisational needs are to:

- Create an engaged and loyal membership
- Create synthesis between courses, community, wider network, and action fund
- Manage resources dedicated to content production and community organising
- Make a distinction between being a subscription

service and a membership service

- Develop means to engage organisational partners
- Develop means to engage high profile ambassadors
- Plant seeds of active culture change

Quantify restoration and revitalisation impacts

This in turn informs areas that need consideration and become clear dependencies, they are:

- Budget and funding
- Organisational structure to align with challenge concept
- Resources - staff, knowledge, processes and systems
- Agree micro target markets for launch and strategic communication/marketing launch plan
- Create strategy for high profile ambassadors
- Creation of new challenge content and courses
- Timeframes and Early Adopter recruitments
- Organisational Roles & Responsibilities and clear decision making process.



Organisational Development and Growth

Increasing our capacity

During 2022 Initiative Earth carried out surveys and underwent work with a consultant to best understand how team culture, ways of working and organisational management could be developed. This work revealed the need for an organisational restructure and plans were made for key steps to be taken through 2023 to increase and improve feedback systems, internal communication, cross departmental collaboration, priorities tracking and oversight.

Plans for the future

With the launch of Earthed in 2023, we are incredibly excited to begin putting our plans into practice.

Among the priorities for 2023:

- To launch Earthed
- To create the Earthed online learning platform and community infrastructure
- To onboard 800 members
- To create the Earthed Summit
- To complete an overhaul of all staff and contractor working agreements and contracts
- To complete an overhaul of all policies and procedures
- To recruit at least three founding partners
- To recruit a tech partner
- To recruit and onboard key hires including: Finance Manager, Marketing Manager, Community Manager, Learning Manager
- To develop Board culture
- To recruit Trustees to support the mission of the charity and organisational management

Our Approach to Funding

In 2022 most individual donations came from our Ambassador cohort. We have seen that organisational partners are interested in directly donating to the creation of a specific course. All of these relationships are deeply valuable to us, and we are profoundly grateful for all the support we receive.

All our fundraising activities are only carried out by our team. Our fundraising activities are all through introductions or professional networks and there is clear oversight of all fundraising activities by our Directors. We are unlikely to come into contact with a donor who may be in vulnerable circumstances, given our networks and approach, however, we have a safeguarding policy in place and under annual review. Part of this training is understanding when people we come into contact with may be vulnerable and how to respond in an appropriate manner. Any concerns with respect to the vulnerability of individuals we have come into contact with during fundraising activities would be escalated using our Safeguarding procedures.

We are committed to protecting the data of our donors and reviewing our Data Protection Policy annually to ensure best practice. Initiative Earth subscribes to the Fundraising Regulator and fully supports the work they have done to improve practice across the charity sector. We have not received any complaints related to our fundraising activities during 2022.

Statement of Public Benefit

The Trustees are aware of the Charity Commission guidance on Public Benefit and confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to it. They consider the information in this annual report about the Charity's aims, activities, and achievements in the areas of interest that the Charity supports demonstrates the benefit to its beneficiaries and through them to the Public that arise from those activities.

The Objects of the Charity are:

- To promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment. This is achieved by:
- promoting ethical consumer behaviour, promoting local greening initiatives, and building community around the natural environment, in order to develop the capacity and skills of the public in such a way that the public are better able to identify (and help meet) the needs of their physical and natural environment, and; providing information, sharing knowledge and promoting charitable research (including the publication of the useful results of such research).

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future.

b. Reserves policy

The Charity's policy is to set aside funds for special purposes or as reserves against future expenditure. These funds are not restricted.

c. Financial Review

The results for the period are set out on page 7. The Trustees believe that the accounts comply with current statutory requirements, the requirements of the charity's governing document and the requirement of the SORP.

Structure, Governance and Management

Initiative Earth was incorporated on 7th April 2020 and is a company limited by guarantee, governed by its Memorandum and Articles of Association and by policies and procedures drawn up from time to time by senior management and approved by the Board. It was registered as a charity with the Charity Commission on 24th November 2020.

Trustees

Trustees are selected on the basis of their understanding and sympathy with Initiative Earth's charitable objectives and their ability to further the aims of the Charity. Trustees are approved to hold office for a period of four years. Any retiring Trustee who remains qualified may be reappointed by the Board.

The Trustees have signed fit and proper declarations in line with HMRC guidance. Trustees fully uphold and support the values of the organisation and its commitment to Equity, Diversity and Inclusion. Initiative Earth celebrates multiple approaches and points of view and in everything it does supports inclusion across race, gender, age, religion, identity and experience.

Induction and Training

As part of their onboarding, Trustees are given an information pack, which includes the Charity's Memorandum and Articles of Association and the Charity Commission Guidance on Trustees' Responsibilities. All Trustees are therefore aware of their legal duties and obligations in respect to governance of the Charity, including in relation to

the protection of its assets. Each Trustee is required to sign an annual Code of Conduct and Conflict of Interest Declaration.

Risk Management

We assess key risks as new situations arise and undertake a formal review of our risk register twice yearly.

Although responsibility for risk management sits with the Trustees, all employees are actively involved in the process of identifying and mitigating risks. Our due diligence procedures are designed, and regularly evaluated, to maximise comfort that our grants will be effectively employed, while minimising the time our partner organisations have to spend providing us with information.

There are regular informal meetings between Trustees and members of the Senior Leadership Team; the Finance Committee reviews monthly Finance Reports and meets quarterly ahead of the relevant board meeting to review in detail budgets and organisational processes. Trustees meet quarterly to consider all important financial, strategy, and operational decisions addressing risks in each area. Such regular meetings enable an assessment of new developments as they arise.

The Trustees consider the following to be the Charity's principal risks:

- the ongoing need to diversify and grow income streams, thereby broadening the donor base and enabling increased charitable activities in the future;
- Staff wellbeing and working culture;
- Contracts and agreements with consultants, partners and contractors;
- Policies and procedures;
- Board development;
- Membership acquisition and retention.

The Trustees confirm that systems are in place to minimise risks. These include:

- Board authority on high level strategy and operational decisions;
- Board review of funding outcomes and delivery against theories of change;

- implementation and monitoring of a comprehensive Fundraising strategy;
- clear authorisation and approval systems amongst staff;
- review of the monthly Finance Report;
- standard budgeting and cashflow forecasting systems;
- authorisation processes for all financial transactions;
- Review of all employment and freelance contracts and agreement;
- a formal staff performance and development scheme;
- Regular risk assessment;
- a review schedule for all Policies, including conflict of interest, data protection and fundraising;
- implementing measures to ensure staff wellbeing including undertaking staff surveys.

Organisational Management

At the end of 2022 Initiative Earth had a team of 4 employees based primarily in London.

The Directors Ruby Reed and Christabel Reed are responsible for:

- Implementing Initiative Earth's strategy, objectives, and budget, ensuring cohesion with its vision and mission;
- monitoring and enhancing the wellbeing, training, and development of staff, including evolving and strengthening the organisation's shared culture and values;
- developing policies and best practices, ensuring compliance with regulations issued by governing bodies and current legislation;
- representing the organisation at events and meetings with donors and other major collaborators and stakeholders; and
- attending quarterly Board meetings to ensure that Trustees are fully apprised of all relevant governance, strategy, and operational decisions.

Accounts

Statement of financial activities (incorporating income and expenditure account) For the period 1 May 2022 to 31 December 2022.

Income from:	Note	Unrestricted funds: 1 May 2022 to 31 December 2022 (£)	Total funds: 31 December 2022 (£)	Total funds: 1 May 2021 to 30 April 2022 (£)
Donations	3	271,844	271,844	351,683
Other charitable income	4	-	-	50,000
Total income		271,844	271,844	401,683
Expenditure on:				
Raising funds	5	27,972	27,972	16,470
Charitable activities	6	281,126	281,126	286,646
Total expenditure		309,098	309,098	303,116
Net movement in funds		(37,254)	(37,254)	98,567
Reconciliation of funds:				
Total funds brought forward		266,605	266,605	168,038
Net movement in funds		(37,254)	(37,254)	98,567
Total funds carried forward		229,351	229,351	266,605

The Statement of financial activities includes all gains and losses recognised in the period.
The notes on pages 40 to 45 form part of these financial statements.

Accounts

Balance Sheet as at 31 December 2022

Current assets	Note	31 December 2022 (£)	30 April 2022 (£)
Debtors	11	89,426	-
Cash at bank and in hand		159,666	279,689
		249,092	279,689
Creditors: amounts falling due within one year	12	(19,741)	(13,084)
Net current assets		229,351	266,605
Total net assets		229,351	266,605
Charity funds			
Unrestricted funds	13	229,351	266,605
Total funds		229,351	266,605

The Company was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit for the period in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

C Delevingne
Trustee

DocuSigned by:

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The notes on pages 40 to 45 form part of these financial statements.

Accounts

Notes to the financial statements for the period ended 31 December 2022

1. General information

Initiative Earth is a registered charity and Private Limited Company by guarantee without share capital, incorporated in England and Wales. Company registration number 12550616, Charity registration number 1192512. The address of the registered office is 14th Floor, 33 Cavendish Square, London, W1G 0PW.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Initiative Earth 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.

2.2 Income

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

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs

of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Expenditure on raising funds includes all expenditure incurred by the Company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading. Expenditure on charitable activities is incurred on directly undertaking the activities which further the Company's objectives, as well as any associated support costs. All expenditure is inclusive of irrecoverable VAT.

2.4 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.5 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.6 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the Company anticipates it will pay to settle the debt or

Accounts

the amount it has received as advanced payments for the goods or services it must provide. Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

2.7 Financial instruments

The Company only has financial assets and financial liabilities of a kind that qualify as basic

financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.8 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Company and which have not been designated for other purposes.

3. Income from donations and legacies

	1 May 2022 to 31 December 2022 (£)	Total Funds 1 May 2022 to 31 December 2022 (£)	1 May 2021 to 30 April 2022 (£)
Donations	271,844	271,844	351,683

4. Other charitable income

	1 May 2022 to 31 December 2022 (£)	Total Funds 1 May 2022 to 31 December 2022 (£)	1 May 2021 to 30 April 2022 (£)
Grants	-	-	50,000

Accounts

5. Raising funds

	Unrestricted funds: 1 May 2022 to 31 December 2022 (£)	Total funds: 1 May 2022 to 31 December 2022 (£)	Total funds: 1 May 2021 to 30 April 2022 (£)
Fundraising costs	27,972	27,972	16,470

6. Analysis of expenditure on charitable activities: Summary by fund type

	Unrestricted funds: 1 May 2022 to 31 December 2022	Total Funds: 1 May 2022 to 31 December 2022 (£)	Total funds: 1 May 2021 to 30 April 2022 (£)
Promotion of environmental awareness	281,126	281,126	286,646

7. Analysis of expenditure by activities

	Activities undertaken directly: 1 May 2022 to 31 December 2022 (£)	Support costs: 1 May 2022 to 31 December 2022 (£)	Total funds: 1 May 2022 to 31 December 2022 (£)	Total funds: 1 May 2021 to 30 April 2022 (£)
Promotion of environmental awareness	189,587	91,539	281,126	286,646

Analysis of direct costs

	Activities: 1 May 2022 to 31 December 2022 (£)	Total funds: 1 May 2022 to 31 December 2022 (£)	Total funds: 1 May 2021 to 30 April 2022 (£)
Website creation & Branding	45,663	45,663	38,792
Content & campaigns	105,859	105,859	121,926
Social media management	38,065	38,065	40,243
Total	189,587	189,587	200,961

Accounts

7. Analysis of expenditure by activities (continued)

Analysis of support costs

	Activities: 1 May 2022 to 31 December 2022 (£)	Total funds: 1 May 2022 to 31 December 2022 (£)	Total funds: 1 May 2021 to 30 April 2022 (£)
Accountancy fees	3,451	3,451	4,425
Recruitment costs	299	299	4,690
Bank fees	29	29	148
Legal and professional fees	4,815	4,815	-
Subscriptions	-	-	150
Software and E costs	6,250	6,250	1,870
Governance costs	24,426	24,426	17,303
Strategy and management costs	50,027	50,027	55,100
Travel	56	56	644
Office space rent	1,345	1,345	799
Team training	841	841	556
Total	91,539	91,539	85,685

8. Independent examiner's remuneration

	1 May 2022 to 31 December 2022 (£)	1 May 2021 to 30 April 2022 (£)
Fees payable to the Company's independent examiner for the independent examination of the Company's annual accounts	1,500	1,500

9. Trustees' remuneration and expenses

During the period, no Trustees received any remuneration or other benefits (April 2022 - £nil).

Accounts

10. Employees

The average number of employees, including the Trustees, during the period was 6 (April 2022:8). Included in expenditure is £182,179 (April 2022: £142,724) of salaries paid to employees. No employee recieved total employee benefits of more than £60,000 in the period.

11. Debtors (Due within one year)

	31 December 2022 (£)	30 April 2022 (£)
Prepayments and accrued income	89,426	-

12. Creditors: Amounts falling due within one year

	31 December 2022 (£)	30 April 2022 (£)
Trade creditors	750	-
Other taxation and social security	12,247	8,520
Other creditors	744	847
Accruals	6,000	3,717
Total	19,741	13,084

Accounts

13. Statement of funds

Current period

	Balance at 1 May 2022 (£)	Income (£)	Expenditure (£)	Balance at 31 December 2022 (£)
General funds - all funds	266,605	271,844	(309,098)	229,351

Prior period

	Balance at 1 May 2022 (£)	Income (£)	Expenditure (£)	Balance at 31 December 2022 (£)
General funds	168,038	401,683	(303,116)	266,605

14. Analysis of net assets between funds

Current period

	Unrestricted funds: 31 December 2022 (£)	Total funds: 31 December 2022
Current assets	249,092	249,092
Creditors due within one year	(17,741)	(17,741)
Total	229,351	229,351

15. Related party transactions

During the period the charity received donations of £100,000 (2022: £331,548) from The CJD Foundation, a Foundation in which C Delevingne is a Trustee.

