

# Rewriting Earth

England & Wales · Charity number 1198287

## Details

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**Other names** REWRITING EXTINCTION, Rewriting Earth

**Status** Registered

**Legal form** CIO

**Registered** 2022-03-17

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

## Contact

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**Address** Wenn Townsend  
30 St. Giles  
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OX1 3LE

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**Email** [hello@rewriting.earth](mailto:hello@rewriting.earth)

**Website** [www.rewriting.earth](http://www.rewriting.earth)

## Activities

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**Objects:** TO PROMOTE FOR THE BENEFIT OF THE PUBLIC THE CONSERVATION, PROTECTION AND IMPROVEMENT OF THE PHYSICAL AND NATURAL ENVIRONMENT BY: ? PROVIDING FUNDING AND GRANTS FOR CHARITIES AND/OR OTHER ORGANISATIONS WHICH PROMOTE THE CONSERVATION, PROTECTION, AND IMPROVEMENT OF THE PHYSICAL AND NATURAL ENVIRONMENT AND WHICH PROMOTE BIODIVERSITY. ? RAISING AWARENESS, PRIMARILY THROUGH THE USE OF COMICS AND ACCESSIBLE STORIES, OF THE IMPORTANCE OF BIODIVERSITY, THE EFFECTS OF CLIMATE CHANGE, AND EFFECTIVE WAYS THE PUBLIC CAN REDUCE THEIR CARBON FOOTPRINT AND PROMOTE BIODIVERSITY.

**Activities:** We make stories to help the public understand the importance of biodiversity, and to take action to help.

## Classification

- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** Environment/conservation/heritage
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

## Geography

- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£357,436	£370,188	-	-
2023-12-31	£362,855	£262,808	-	-
2022-12-31	£105,616	£93,935	-	-

## Trustees

Name	Role	Appointed
Dr Alister Scott	Chair	2024-10-17
Clara Lopez Prunonosa		2024-07-31
Daisy Steel		2023-09-29
Rachel Kropa		2024-07-29
Sarah Elizabeth Greenfield Clark		2022-04-27
Sarah-Florence Lord		2022-05-19

**Rewriting Earth**

England & Wales - Charity number 1198287

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# Accounts

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# Rewriting Earth

## ANNUAL REPORT 2024



### REFERENCE AND ADMINISTRATIVE DETAILS

#### **Governing document:**

Charitable Incorporated Organisation Constitution

#### **Board of Trustees:**

Dr Alister Scott (appointed 25 August 2022)

Clara Lopez Prunonosa (appointed 29 July 2024)

Rachel Kropa (appointed 31 July 2024)

Daisy Steel (appointed 29 September 2023)

Sarah-Florence Lord (appointed 19 May 2022)

Sarah Elizabeth Greenfield Clark (appointed 27 April 2022)

Truly Ko (appointed 13 September 2023, resigned 10 January 2024)

Paul Goodenough (ex-officio)

#### **Founder and Chief Executive Officer:**

Paul Goodenough

#### **Registered office:**

41-43 Market Place, Chippenham, Wiltshire, SN15 3HR

#### **Bankers:**

NatWest, Chatham, Waterside Court, Western Avenue, Chatham Maritime, Chatham, Kent, ME4 4RT

#### **Independent examiner:**

Mander Duffill, The Old Post Office, 41 - 43 Market Place, Chippenham SN15 3HR

#### **Charity Number:**

1198287

#### **Company Number:**

CE028629

@rewritingearth

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## AN INTRODUCTION FROM OUR CHAIR, DR ALISTER SCOTT

The urgency of the climate and nature crises is growing, and yet too often, important environmental messages remain locked within an echo chamber. At Rewriting Earth, we believe that for change to happen at scale we have to reach new audiences, spark empathy and inspire action. And creativity, emotion and storytelling are the most powerful tools to achieve that. As a creative agency for the planet, our mission is to bridge the gap between the facts and the feelings - to make climate and nature stories resonate beyond the bubble.

2024 has been a landmark year for Rewriting Earth. Building on the momentum of our founding years, we have grown our reach, diversified our impact and strengthened the foundations of the charity. With potential reach of more than 240 million people through just two of our flagship campaigns we've not only connected with new audiences about the climate crisis but have also deepened the emotional resonance of our work.

Working with forward-thinking NGOs and Foundations we have seen powerful successes...from connecting grassroots climate concerns with national media moments to launching an animated campaign alongside Jane Goodall and Peter Gabriel. We have demonstrated the power of high-quality storytelling to inform, connect and mobilise. Our collaborations have expanded across Europe and beyond, and we've worked with sector experts, creators, celebrities and campaigners - proving again that change happens when we work in partnership to meet people where they are with stories and campaigns that touch them.

As we look ahead, we remain committed to building collaborations with other amazing people and organisations - delivering powerful, accessible content related to biodiversity, climate justice and the systems that underpin them in ways that cut through. We are proud of our small but mighty team, whose ambition, innovation and agility continue to outperform expectations. With the strength of our growing network, and with old and new partners, we know we can go even further in the year ahead.



**DR ALISTER SCOTT, CHAIR OF TRUSTEES**

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## OBJECTIVES

### **Rewriting Earth's charitable objects are:**

To promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment by:

- Raising awareness, primarily through the use of comics and accessible stories, of the importance of biodiversity, the effects of climate change, and effective ways the public can reduce their carbon footprint and promote biodiversity.
- Providing funding and grants for charities and/or other organisations which promote the conservation, protection, and improvement of the physical and natural environment and which promote biodiversity.

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## LOOKING BACK AT OUR ACTIVITIES IN 2024

This year was outstanding for Rewriting Earth, flying well past the performance of 2023. We connected with more people than ever, with two of our joint campaigns with potential reach of over 243 million people. On our social channels, we reached 6 million people, with 850,000 engagements across Instagram, Reddit, TikTok, Facebook and Twitter. Our big focus of the year was our Save Our Grassroots campaign, as well as our Saving Jane animation in partnership with Make My Money Matter, Global Witness, Global Canopy and Strange Beast to create a viral short film and Purpose Awards finalist that reached over 58m people, starring Dr Jane Goodall and featuring an exclusive track by Peter Gabriel.

In terms of our charitable objectives, Save Our Grassroots made a significant impact by raising awareness about environmental issues affecting local communities, with a particular focus on the importance of green spaces and climate change. We continued our work with Project Everyone, pressuring the World Bank and the International Monetary Fund to increase their climate spending. We worked with the European Climate Foundation to emphasise the importance of sustainable local farming and showed our support for the sustainable food system framework being worked on in the EU.

Everything we do is about partnership and collaboration. We fostered and grew relationships with organisations such as: The Climate Coalition, Global Witness, Sea Shepherd, Ecotricity and the European Climate Foundation, as well as increasing our relationships with creators and celebrities including Peter Gabriel, Dr Jane Goodall, Paul Merson, Gary Lineker, Rob Rinder, Steve Backshall and a host of online influencers and creators.

For such a small team, I couldn't be prouder of the impact we're having. Our ability to punch above our weight in this space continues to amaze me.

**PAUL GOODENOUGH, FOUNDER AND CEO**

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## ACHIEVEMENTS AND PERFORMANCE - WHAT REWRITING EARTH HAS ACHIEVED IN 2024

Our Save Our Grassroots campaign built a national groundswell of love for green spaces threatened by climate change. These spaces are vital hubs that bring together people from all walks of life, foster community, inclusivity and well-being. We created social content featuring household names telling stories about their favourite memories of green spaces growing up. We organised a football game, to be played in Wellington boots between sports stars, celebrities, activists and other key voices, we also ran the Cardiff marathon in a wetsuit, and created local fun events to bring the community and their MP together in one place. The campaign had potential reach of 187.8m, trended on X (Twitter), and was featured on Match of the Day and the Daily Mail. We worked in partnership to create a number of physical events across the UK which connected local everyday people with environmental figureheads, MPs, celebrities and athletes. Statistically, this was our most successful campaign to date, massively helped by the pickup this campaign received from UK Press and TV, but also the impact of our fantastic partners.

Saving Jane is an animated video launched in collaboration with conservation icon Jane Goodall DBE and featuring an exclusive re-recording of Peter Gabriel's hit "Red Rain". Rewriting Earth was part of a wider campaign with Make My Money Matter, Global Canopy and Global Witness to show the impact that pension funds can have on deforestation, without the knowledge of ordinary people paying into them. Our goal was to make people empathise and personally relate to the issue, giving them the tools to educate themselves, and let them decide what action to take. We encouraged the audience to check their pension provider with the Make My Money Matter platform and make sure their pensions weren't being used for deforestation and other environmentally damaging practices. This campaign had a potential reach of over 55 million people across social and traditional media.

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We worked with the European Climate Foundation to promote a positive, sustainable vision for the future of farming in the EU, with a particular focus on France and Germany. We commissioned primary research to define the key target audiences in each country. This campaign happened during a tumultuous period marked by large scale farmer protests. This meant we had to adapt the campaign on the fly, but through excellent communication, teamwork and collaboration, we managed to traverse the difficulty with success. We created six animations, three in German and three in French, with each tackling a specific topic: pesticides, farmer livelihoods and climate change. We worked with the pan-European NGO Good Food Good Farming to build their capacity and support their online and in-person campaigns with resources, media assets and guidance on how to run a successful campaign.

We continued our work with Project Everyone, focusing on international finance and the impact that institutions could have on the world if they changed their policies. We also highlighted lesser-known parts of the international finance world and showed how important it is in tackling the climate crisis. A key focus for this project was on international debt and how G20 countries could drastically reduce the impact centuries of debt have had on lower-income countries. This campaign reached over 1.4 million people and had over 140,000 engagements.

With Sea Shepherd we created a 10-part comic on the impact of Krill fishing on the oceans, calling for the public to join their Krill investigation. We created this comic in 10 different languages, but our successful partnerships with wonderful artists and letterers helped us a great deal in overcoming the complexities.

We continued creating videos and memes internally, building our capacity to create content without the need for external funding. We have shown our ability to be agile, respond quickly to events and show our skills in video creation, joke writing and meme creation.

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## **FINANCIAL REVIEW**

### **Performance**

In the year total income was £357,436

### **Notes on income and expenditure:**

Rewriting Earth has continued to strengthen collaborations and partnerships. This has enabled the activities and achievements outlined above to be achieved. The charity has maintained a very lean operation in order to maintain a low cost base while delivering on its core mission. Income was a mixture of unrestricted funding and restricted grants for specific projects.

The charity is extremely grateful to those individuals and organisations who have bought into the vision and have supported the work in 2024.

Governance costs were £4,164.

### **Key risks at the start of 2025 are:**

#### **1. Medium and long-term funding**

We are keen to continue to grow and need to continue developing a larger, more diverse portfolio of funding in 2025 and beyond in order to deliver on its mission.

#### **Actions to control/mitigate:**

- a) Increase focus on gaining new major funding from trusts, foundations, NGOs and philanthropists including multi-annual commitments
- b) Nurture our existing key funder relationships, including through delivering strong impact in our work
- c) Use unrestricted income to support the growth and sustainability of the charity

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## FINANCIAL REVIEW

### **2. Financial risk related to low reserves**

Reserves need to be built in order to mitigate financial risk. The trustees acknowledge that this will take time. In the meantime, the trustees are cognisant of cashflow issues and the need for regular and timely forecasting.

#### **Actions to control/mitigate:**

- a) See risk 1
- b) The charity needs to ensure that in this start up phase that it keeps expenditure as low as it can
- c) Regular, timely review of cashflow, income and expenditure and forecast with early corrective action if needed

#### **Reserves Policy**

The Trustees have set a desired reserves position of 3 months of operating costs. Trustees recognise that the charity needs to have sufficient cash and reserves to absorb short term fluctuations in income. The level of unrestricted reserves needs to consider both the plans of the charity and the wider economic climate. However, the Trustees also realise that building reserves takes time and that the mitigations mentioned above seek to address this.

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## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Rewriting Earth was constituted as a company limited by guarantee and is governed by a Constitution. The charity was registered with the Charity Commission in March 2022.**

### **Appointment and Recruitment of Trustees**

The members of the Board are its Trustees for the purpose of charity law and are the Directors of the charitable company for the purpose of company law. Appointment of Trustees is governed by the Constitution of the charitable company. The number of Trustees appointed should not be less than three and no more than twelve.

There were two new trustee appointments and one trustee resigned during the period.

### **Organisational Structure**

The Trustees had four full formal meetings in 2024. In addition to the full Board meetings, there was active engagement of trustees in all aspects of the charity's work including communications, fundraising and finance.

### **Senior Staff**

The CEO works closely with the COO on establishment and strengthening of systems, developing the team and working with the Trustees in developing strategy.

### **Pay and Remuneration**

Rewriting Earth is an equal opportunities employer and applies objective criteria to assess merit. Pay reviews are held with staff annually.

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## **Risk assessment and management**

The Trustees are aware of the major strategic, business and operational risks that the charity faces and are of the opinion that there are systems in place to minimise any perceived risks. Risk is regularly discussed by the Board on all issues that might affect the running of the organisation.

## **Public Benefit**

In deciding on which activities to undertake we have taken into consideration Charity Commission guidance on public benefit. The Trustees are satisfied that the charity meets these guidelines with regard to delivering public benefit.

**Approved by the Board of Trustees on 17th of October 2025  
and signed on its behalf by:**

A handwritten signature in black ink that reads "Alister H. Scott". The signature is written in a cursive style with a horizontal line under the final 't'.

**DR ALISTER SCOTT**

**CHARITY NUMBER: 1198287, COMPANY NUMBER: CE028629**

**Independent Examiner's Report to the Trustees of  
Rewriting Earth**

**Independent examiner's report to the trustees of Rewriting Earth ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2024.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also 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 your charity's accounts as 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 your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, 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.



Michael Ward FCCA  
The Association of Chartered Certified Accountants

Mander Duffill  
Chartered Accountants  
The Old Post Office  
41-43 Market Place  
Chippenham  
Wiltshire  
SN15 3HR

Date: ..... 2 Oct October 2025 .....

## Rewriting Earth

### Statement of Financial Activities for the Year Ended 31 December 2024

	Notes	Unrestricted fund £	Restricted funds £	31.12.24 Total funds £	31.12.23 Total funds £
<b>INCOME FROM</b>					
Donations and legacies		45,250	-	45,250	163,479
<b>Charitable activities</b>					
Media production income		223	46,500	46,723	53,143
Grants received		121,493	108,007	229,500	146,233
Appeal Income		-	22,234	22,234	-
Other income		1,562	12,167	13,729	-
<b>Total</b>		<u>168,528</u>	<u>188,908</u>	<u>357,436</u>	<u>362,855</u>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>					
Charitable activity support costs		122,423	188,908	311,331	190,028
Other		58,857	-	58,857	72,780
<b>Total</b>		<u>181,280</u>	<u>188,908</u>	<u>370,188</u>	<u>262,808</u>
<b>NET INCOME/(EXPENDITURE)</b>		(12,752)	-	(12,752)	100,047
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		111,728	-	111,728	11,681
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>98,976</u></u>	<u><u>-</u></u>	<u><u>98,976</u></u>	<u><u>111,728</u></u>

The notes form part of these financial statements

**Rewriting Earth**

**Balance Sheet**  
**31 December 2024**

	Notes	Unrestricted fund £	Restricted funds £	31.12.24 Total funds £	31.12.23 Total funds £
<b>CURRENT ASSETS</b>					
Debtors	3	330	-	330	-
Cash at bank		126,561	-	126,561	127,913
		<u>126,891</u>	<u>-</u>	<u>126,891</u>	<u>127,913</u>
<b>CREDITORS</b>					
Amounts falling due within one year	4	(27,915)	-	(27,915)	(16,185)
		<u>98,976</u>	<u>-</u>	<u>98,976</u>	<u>111,728</u>
<b>NET CURRENT ASSETS</b>					
		<u>98,976</u>	<u>-</u>	<u>98,976</u>	<u>111,728</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>98,976</u>	<u>-</u>	<u>98,976</u>	<u>111,728</u>
<b>NET ASSETS</b>		<u>98,976</u>	<u>-</u>	<u>98,976</u>	<u>111,728</u>
<b>FUNDS</b>	5				
Unrestricted funds				98,976	111,728
<b>TOTAL FUNDS</b>				<u>98,976</u>	<u>111,728</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2024.

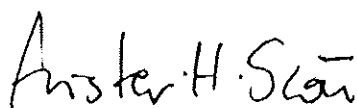
The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on .....17 October 2025.....and were signed on its behalf by:



.....  
Dr Alister Scott - Trustee

The notes form part of these financial statements

## Rewriting Earth

### Notes to the Financial Statements for the Year Ended 31 December 2024

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, 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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The presentation currency of the financial statements is the Pound Sterling (£).

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

#### 2. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2024 nor for the year ended 31 December 2023.

##### **Trustees' expenses**

There were no trustees' expenses paid for the year ended 31 December 2024 nor for the year ended 31 December 2023.

Rewriting Earth

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2024

<b>3.</b>	<b>DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	31.12.24	31.12.23
		£	£
	Other debtors	330	-
		<u>          </u>	<u>          </u>
<b>4.</b>	<b>CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>	31.12.24	31.12.23
		£	£
	Trade creditors	21,084	10,775
	Other creditors	3,315	2,638
	Accrued expenses	3,516	2,772
		<u>          </u>	<u>          </u>
		<u>27,915</u>	<u>16,185</u>

<b>5.</b>	<b>MOVEMENT IN FUNDS</b>		
		Net movement in funds	At
	At 1.1.24	£	31.12.24
	£	£	£
	<b>Unrestricted funds</b>		
	General fund	111,728	(12,752)
		<u>          </u>	<u>          </u>
	<b>TOTAL FUNDS</b>	<u>111,728</u>	<u>(12,752)</u>
		<u>          </u>	<u>          </u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	168,528	(181,280)	(12,752)
<b>Restricted funds</b>			
Make My Money Matter	30,000	(30,000)	-
Ecotricity New Ventures Limited Ltd	4,000	(4,000)	-
European Aviation Environmental Report	12,500	(12,500)	-
European Climate Foundation	38,700	(38,700)	-
Sea Shepherd	489	(489)	-
Project Everyone	10,000	(10,000)	-
Good Food Good Farming	1,678	(1,678)	-
The Adlard Family Charitable Foundation	10,000	(10,000)	-
Big Give	22,234	(22,234)	-
The Climate Coalition	59,307	(59,307)	-
	<u>          </u>	<u>          </u>	<u>          </u>
	188,908	(188,908)	-
<b>TOTAL FUNDS</b>	<u>357,436</u>	<u>(370,188)</u>	<u>(12,752)</u>
	<u>          </u>	<u>          </u>	<u>          </u>

## Rewriting Earth

### Notes to the Financial Statements - continued for the Year Ended 31 December 2024

#### 5. MOVEMENT IN FUNDS - continued

##### Comparatives for movement in funds

	At 1.1.23 £	Net movement in funds £	At 31.12.23 £
<b>Unrestricted funds</b>			
General fund	11,681	100,047	111,728
<b>TOTAL FUNDS</b>	<u>11,681</u>	<u>100,047</u>	<u>111,728</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	362,855	(262,808)	100,047
<b>TOTAL FUNDS</b>	<u>362,855</u>	<u>(262,808)</u>	<u>100,047</u>

The nature and purpose of each restricted fund is as follows:

##### **Make My Money Matter**

To raise public awareness of the truth behind pension investments and deforestation.

##### **Ecotricity New Ventures Limited Ltd**

To produce a creative asset for an Ecotricity campaign.

##### **European Aviation Environmental Report**

To produce a creative asset to engage European Aviation Environmental Report's audience on greening the aviation industry.

##### **European Climate Foundation**

To build broad support for a more sustainable European food system.

##### **Sea Shepherd**

To produce a creative asset for Sea Shepherd's activist toolkit offering.

##### **Project Everyone**

Support to convincing World Bank leadership and leaders from key donor countries that there is a growing appetite for action to increase financing for the Global Goals.

##### **Good Food Good Farming**

To create assets to support Good Food Good Farming's member and public engagement.

##### **The Adlard Family Charitable Foundation**

A rapid response content lab to create environmental content at pace for social media.

##### **The Big Give**

A rapid response content lab to create environmental content at pace for social media.

##### **The Climate Coalition**

To develop a narrative, creative communications package and national mobilising moment.

**Rewriting Earth**

**Notes to the Financial Statements - continued**  
**for the Year Ended 31 December 2024**

**6. RELATED PARTY DISCLOSURES**

The charity has entered into agreement with Geniate Ltd, a company in which Founder and Chief Executive Officer, Paul Goodenough, holds a significant business interest. During the year the provision of services amounted to £55,500 (2023: £51,678). These services were at market value. No amounts were owed to / from Geniate Ltd at year end date (2023: £5,000 owed at year end date).

The charity was owed by £330 by Giving Agency Ltd, a company in which Founder and Chief Executive Officer, Paul Goodenough holds a significant business interest, in respect of services paid for by the charity on their behalf (2023: £Nil owed at year end date).

The charity owed Founder and Chief Executive Officer, Paul Goodenough £2,480 at year end date (2023: £940 owed at year end date) in respect of expenses incurred by him on the charity's behalf.

**Rewriting Earth**

**Detailed Statement of Financial Activities**  
**for the Year Ended 31 December 2024**

	31.12.24 £	31.12.23 £
<b>INCOME</b>		
<b>Donations and legacies</b>		
Donations	45,250	163,479
<b>Charitable activities</b>		
Media production income	46,723	53,143
Appeal income	22,234	-
Other income	13,729	-
Grants	229,500	146,233
	<hr/>	<hr/>
	312,186	199,376
<b>Total incoming resources</b>	<hr/>	<hr/>
	357,436	362,855
 <b>EXPENDITURE</b>		
<b>Support costs</b>		
<b>Activities</b>		
Wages	53,568	37,987
Purchases	2,320	65
Artist/Animation/Content costs	75,935	39,444
Subcontractor costs	69,475	58,021
Production & media management	110,033	54,511
	<hr/>	<hr/>
	311,331	190,028
 <b>Other</b>		
Insurance	734	734
Postage and stationery	327	238
Sundries	4,573	2,086
Computer Expenses	6,119	4,072
Travel & Subsistence	6,758	22,325
Consultancy fees	33,344	36,750
Admin Fees	2,838	3,803
	<hr/>	<hr/>
	54,693	70,008
 <b>Governance costs</b>		
Accountancy and legal fees	4,164	2,772
	<hr/>	<hr/>
<b>Total resources expended</b>	370,188	262,808
	<hr/>	<hr/>
<b>Net (expenditure)/income</b>	(12,752)	100,047
	<hr/> <hr/>	<hr/> <hr/>

This page does not form part of the statutory financial statements

**Rewriting Earth**

England & Wales - Charity number 1198287

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# Accounts

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### REFERENCE AND ADMINISTRATIVE DETAILS

**Governing document:**

Charitable Incorporated Organisation Constitution

**Board of Trustees:**

Sarah Florence Lord (appointed 19 May 2022)

Sarah Elizabeth Greenfield Clark (appointed 27 April 2022)

Dr Alister Scott (appointed 25 August 2022)

Truly Ko (appointed 13 September 2023)

Paul Goodenough (ex-officio)

**Founder and Chief Executive Officer:**

Paul Goodenough

**Registered office:**

41-43 Market Place, Chippenham, Wiltshire, SN15 3HR

**Bankers:**

NatWest, Chatham, Waterside Court, Western Avenue, Chatham  
Maritime, Chatham, Kent, ME4 4RT

**Independent examiner:**

Mander Duffill, The Old Post Office, 41 - 43 Market Place,  
Chippenham SN15 3HR

**Charity Number:**

1198287

**Company Number:**

CE028629

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## **AN INTRODUCTION FROM OUR CHAIR, SARAH GREENFIELD CLARK**

The world faces the twin challenges of catastrophic climate change and the nature crisis and we know that more needs to happen, faster, to address them. Yet we live in times where so many conversations are happening in echo chambers and where well-meaning messages are simply failing to cut through. I am convinced that Rewriting Earth, working as a creative agency for the planet, has a vital role to play in reaching the audiences who are outside the climate bubble, touching hearts and encouraging action. This year Rewriting Earth has gone from strength to strength. We agreed to change our name to appeal to broader audiences at the end of the year. In our second year we have built on the foundations that we laid last year and have continued to grow our impact, expand our collaborations, diversified the themes on which we have worked and the breadth of content that we produce.

We have reached a wide range of audiences on topics ranging from international climate finance to protecting endangered species, from plastic waste to fair farming.

I know that there is so much more that we can do together with our incredible global network and we have the passion and expertise to do far more in the year ahead.



**SARAH GREENFIELD CLARK, CHAIR OF TRUSTEES**

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## OBJECTIVES

### **Rewriting Earth's charitable objects are:**

To promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment by:

- Raising awareness, primarily through the use of comics and accessible stories, of the importance of biodiversity, the effects of climate change, and effective ways the public can reduce their carbon footprint and promote biodiversity.
- Providing funding and grants for charities and/or other organisations which promote the conservation, protection, and improvement of the physical and natural environment and which promote biodiversity.

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## LOOKING BACK AT OUR ACTIVITIES IN 2023

This year was a breakthrough year for Rewriting Earth, keeping up the momentum from 2022. We connected with more people than ever, reaching over 12.5 million people, with 1.3 million engagements across Instagram, Reddit, TikTok, Facebook and Twitter, and in particular focus, was our work moving from still image into social video - which allowed us to engage with different audiences and increase our reach and impact yet further.

In terms of our charitable objectives, our big moments included our continued campaign for Swift Bricks, in which we helped to deliver over 110,000 UK signatures. We worked with the Climate Emergency Collaboration Group and Project Everyone to dive into the world of international finance, pressuring the World Bank and IMF to increase their climate spending. We worked with the Arctic research vessel Barba.no, statistically our most engaged project ever. We worked with the Climate and Land Use Alliance to bring awareness to the Drax power plant's role in the destruction of forest habitats despite its 'green' credentials.

We had a strong year in terms of partnership building, and fostering relationships with organisations such as: Netflix, Universal Studios, European Climate Foundation, Project Everyone, Relist Wolves, Music Declares Emergency, Channel 4 and Earth Percent, as well as increasing our relationships with creators and celebrities including Jo Brand, Jonathan Pie, Idris Elba, Peter Gabriel, Jane Goodall and a whole host of online influencers and creatives.

For such a small, and young, team, I couldn't be prouder of the impact we're having and our ability to punch above the weight of significantly larger international charities in this space continues to amaze me.

**PAUL GOODENOUGH, FOUNDER AND CEO**

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## ACHIEVEMENTS AND PERFORMANCE - WHAT REWRITING EARTH HAS ACHIEVED IN 2023

Our assistance with Hannah Bourne Taylor's swift brick campaign continued into 2023, the campaign was featured in a wide-range of traditional media including the Piers Morgan Show and the petition presented to 10 Downing Street. Subsequently, the call was debated in Parliament and garnered support from across the political spectrum, including Ben and Zac Goldsmith and Micheal Gove as well as other members of parliament such as Caroline Lucas and Kerry McCarthy.

We ventured into the complicated world of International Finance, pressuring the World Bank and the IMF to increase their spending on climate mitigation and adaptation. Working with Project Everyone and the Climate Emergency Collaboration Group, we produced four comics and a short-form video, reaching 1.5 million people, with an engagement of over 100,000 people.

Another key partnership in 2023 was with Google Arts and Culture, they invited us to create a page on their website showcasing our content and our message, as well as creating a 3D virtual gallery with our best pieces of content. This was a huge opportunity for us, working with a company like Google gives us a level of legitimacy with other companies and provides us with a unique resource to showcase our work.

We started the year off strongly by working with the Climate and Land Use Alliance to raise awareness about Drax, a 'green' biomass power station in the UK. The power station has received billions of pounds of taxpayers' money yet is linked to the destruction of old-growth forests in North America. We worked with The Guardian illustrator Ben Jennings to create two striking visual pieces, this was a new style of content for us, and we received positive feedback from the client and partners.

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We completed our grant with the British Council, raising awareness of issues around waste and litter in Indonesia. We worked exclusively with Indonesian artists and experts, with the aim of building partnerships between the two countries for future projects.

COP was once again a key moment in the year for us, we had two grants focused on the event, and we released six pieces of content across the two week period. We worked with International Animal Rescue to promote their "Give Animals a Seat at the Table" campaign, as well as Project Everyone as mentioned above. Across the event, we reached 1.7 million people and had 130,000 people engage with our content.

Through our support from the Summa Foundation, we worked with Barba.no, a Norwegian Arctic research vessel to bring awareness to their mission, and the fantastic research they do in a strongly misunderstood landscape. We created three comics alongside that reached 1.2 million people, with an engagement rate of 23.2% across the three pieces of content, this was our most successful project of all time in terms of engagement.

Internally, we have continued to grow, increasing the size and skills within the team. We have increased our in-house capacity to create short-form videos for our clients, as well as increasing our ability to react quickly to news stories. Through the year we made fast, topical content as part of our newly formed rapid response lab.

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## **FINANCIAL REVIEW**

### **Performance**

In the year total income was £362,855.

### **Notes on income and expenditure:**

Rewriting Earth has continued to strengthen collaborations and partnerships, particularly with Foundations. This has enabled the activities and achievements outlined above to be achieved. The charity has maintained a very lean operation in order to maintain a low cost base while delivering on its core mission.

The charity is extremely grateful to those individuals and organisations who have bought into the vision and have supported the work in 2023. Staff wages have been low as the charity has made use of consultancy arrangements in the early stages of the charity's development.

Governance costs were zero.

### **Key risks at the start of 2024 are:**

#### **1. Medium and long-term funding**

We are keen to continue to grow and need to continue developing a larger, more diverse portfolio of funding in 2023 and beyond in order to deliver on its mission.

#### **Actions to control/mitigate:**

- a) Increase focus on gaining new major funding from trusts, foundations, NGOs and philanthropists including multi-annual commitments
- b) Nurture our existing key funder relationships, including through delivering strong impact in our work
- c) Use unrestricted income to support the growth and sustainability of the charity

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## FINANCIAL REVIEW

### 2. Financial risk related to low reserves

Reserves need to be built in order to mitigate financial risk. The trustees acknowledge that this will take time. In the meantime, the trustees are cognisant of cashflow issues and the need for regular and timely forecasting.

#### Actions to control/mitigate:

- a) See risk 1
- b) The charity needs to ensure that in this start up phase that it keeps expenditure as low as it can
- c) On-boarding of new Treasurer
- d) Regular, timely review of cashflow, income and expenditure and forecast with early corrective action if needed

#### Reserves Policy

The Trustees have set a desired reserves position of 3 months of operating costs. Trustees recognise that the charity needs to have sufficient cash and reserves to absorb short term fluctuations in income. The level of unrestricted reserves needs to consider both the plans of the charity and the wider economic climate. However, the Trustees also realise that building reserves takes time and that the mitigations mentioned above seek to address this.

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## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Rewriting Earth was constituted as a company limited by guarantee and is governed by a Constitution. The charity was registered with the Charity Commission in March 2022.**

### **Appointment and Recruitment of Trustees**

The members of the Board are its Trustees for the purpose of charity law and are the Directors of the charitable company for the purpose of company law. Appointment of Trustees is governed by the Constitution of the charitable company. The number of Trustees appointed should not be less than three and no more than twelve.

There was one new trustee appointment in the period.

### **Organisational Structure**

The Trustees had four full formal meetings in 2023. In addition to the full Board meetings, there was active engagement of trustees in all aspects of the charity's work including communications, fundraising and finance.

### **Senior Staff**

The CEO works closely with the COO on establishment and strengthening of systems, developing the team and working with the Trustees in developing strategy.

### **Pay and Remuneration**

Rewriting Earth is an equal opportunities employer and applies objective criteria to assess merit. Pay reviews are held with staff annually.

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## **Risk assessment and management**

The Trustees are aware of the major strategic, business and operational risks that the charity faces and are of the opinion that there are systems in place to minimise any perceived risks. Risk is regularly discussed by the Board on all issues that might affect the running of the organisation.

## **Public Benefit**

In deciding on which activities to undertake we have taken into consideration Charity Commission guidance on public benefit. The Trustees are satisfied that the charity meets these guidelines with regard to delivering public benefit.

**Approved by the Board of Trustees on 02.09.2024 and signed on its behalf by:**



**SARAH GREENFIELD CLARK**

**CHARITY NUMBER: 1198287, COMPANY NUMBER: CE028629**

**Independent Examiner's Report to the Trustees of  
Rewriting Earth**

**Independent examiner's report to the trustees of Rewriting Earth ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2023.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also 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 your charity's accounts as 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 your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, 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.



Richard Mander FCA  
The Institute of Chartered Accountants in England and Wales

Mander Duffill  
Chartered Accountants  
The Old Post Office  
41-43 Market Place  
Chippenham  
Wiltshire  
SN15 3HR

Date: 2 September 2024

**Rewriting Earth**

**Statement of Financial Activities**  
**for the Year Ended 31 December 2023**

		Year Ended 31.12.23 Unrestricted fund £	Period 17.3.22 to 31.12.22 Total funds £
<b>INCOME FROM</b>			
Donations and legacies		263,479	47,147
<b>Charitable activities</b>			
Media production income		53,143	45,298
Grants received		<u>46,233</u>	<u>13,171</u>
<b>Total</b>		<u>362,855</u>	<u>105,616</u>
<b>EXPENDITURE ON</b>			
Raising funds	2	224,425	85,591
Other		<u>38,383</u>	<u>8,344</u>
<b>Total</b>		<u>262,808</u>	<u>93,935</u>
<b>NET INCOME</b>		100,047	11,681
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward		<u>11,681</u>	-
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>111,728</u>	<u>11,681</u>

The notes form part of these financial statements

**Rewriting Earth**

**Balance Sheet**  
**31 December 2023**

	Notes	31.12.23 Unrestricted fund £	31.12.22 Total funds £
<b>CURRENT ASSETS</b>			
Cash at bank		127,913	17,896
<b>CREDITORS</b>			
Amounts falling due within one year	4	(16,185)	(6,215)
<b>NET CURRENT ASSETS</b>		<u>111,728</u>	<u>11,681</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>111,728</u>	<u>11,681</u>
<b>NET ASSETS</b>		<u>111,728</u>	<u>11,681</u>
<b>FUNDS</b>	5		
Unrestricted funds		<u>111,728</u>	<u>11,681</u>
<b>TOTAL FUNDS</b>		<u>111,728</u>	<u>11,681</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

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



.....  
S Greenfield-Clark - Trustee  
2 September 2024

The notes form part of these financial statements

## Rewriting Earth

### Notes to the Financial Statements for the Year Ended 31 December 2023

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, 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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The presentation currency of the financial statements is the Pound Sterling (£).

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

The charity has taken advantage of the small trading tax exemption on its trading activities. The charity's gross annual income is between £32,001 - £320,000 and trading turnover represents less than 25% of the charity's total annual turnover.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Rewriting Earth

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2023

**2. RAISING FUNDS**

Raising donations and legacies

	Year Ended 31.12.23 £	Period 17.3.22 to 31.12.22 £
Support costs	<u>126,895</u>	<u>56,236</u>

**3. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 December 2023 nor for the period ended 31 December 2022.

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 31 December 2023 nor for the period ended 31 December 2022.

**4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.12.23 £	31.12.22 £
Trade creditors	10,775	2,461
Other creditors	2,638	634
Accrued expenses	<u>2,772</u>	<u>3,120</u>
	<u>16,185</u>	<u>6,215</u>

**5. MOVEMENT IN FUNDS**

	At 1.1.23 £	Net movement in funds £	At 31.12.23 £
<b>Unrestricted funds</b>			
General fund	11,681	100,047	111,728
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>11,681</u>	<u>100,047</u>	<u>111,728</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	362,855	(262,808)	100,047
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>362,855</u>	<u>(262,808)</u>	<u>100,047</u>

Rewriting Earth

Notes to the Financial Statements - continued  
for the Year Ended 31 December 2023

5. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	Net movement in funds £	At 31.12.22 £
<b>Unrestricted funds</b>		
General fund	11,681	11,681
	<u>11,681</u>	<u>11,681</u>
<b>TOTAL FUNDS</b>	<u>11,681</u>	<u>11,681</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	105,616	(93,935)	11,681
	<u>105,616</u>	<u>(93,935)</u>	<u>11,681</u>
<b>TOTAL FUNDS</b>	<u>105,616</u>	<u>(93,935)</u>	<u>11,681</u>

6. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2023.

## Rewriting Earth

### Detailed Statement of Financial Activities for the Year Ended 31 December 2023

	Year Ended 31.12.23 £	Period 17.3.22 to 31.12.22 £
<b>INCOME</b>		
<b>Donations and legacies</b>		
Donations	263,479	47,147
<b>Charitable activities</b>		
Media production income	53,143	45,298
Grants	<u>46,233</u>	<u>13,171</u>
	<u>99,376</u>	<u>58,469</u>
<b>Total incoming resources</b>	<b>362,855</b>	<b>105,616</b>
<b>EXPENDITURE</b>		
<b>Other trading activities</b>		
Purchases	65	2,638
Artist/Animation/Content costs	39,444	22,856
Subcontractor costs	<u>58,021</u>	<u>3,861</u>
	<u>97,530</u>	<u>29,355</u>
<b>Other</b>		
Wages	37,987	5,224
<b>Support costs</b>		
<b>Other</b>		
Insurance	734	293
Postage and stationery	238	34
Sundries	2,086	709
Computer Expenses	4,072	2,855
Travel & Subsistence	22,325	8,877
Production & media management	54,511	13,837
Consultancy fees	36,750	25,725
Admin Fees	<u>3,803</u>	<u>3,906</u>
	<u>124,519</u>	<u>56,236</u>
<b>Governance costs</b>		
Accountancy and legal fees	<u>2,772</u>	<u>3,120</u>
<b>Total resources expended</b>	<u>262,808</u>	<u>93,935</u>
<b>Net income</b>	<u>100,047</u>	<u>11,681</u>

This page does not form part of the statutory financial statements

**Rewriting Earth**

England & Wales - Charity number 1198287

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# Accounts

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# REWRITING EXTINCTION

# ANNUAL REPORT 2022



## REFERENCE AND ADMINISTRATIVE DETAILS

Governing document: Charitable Incorporated Organisation Constitution

### Board of Trustees:

- Sarah Florence Lord (appointed 19 May 2022)
- Marie Negus (appointed 19 May 2022( (resigned 5 Sept 2022)
- Sarah Elizabeth Greenfield Clark (appointed 27 April 2022)
- Dr Alister Scott (appointed 25 August 2022)
- Rachael Clay (appointed 25 August 2022)
- Paul Goodenough (appointed 17 March 2022) (resigned 5 September 2022)

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the period 17 March 2022 to 31 December 2022. The trustees have adopted the provisions of 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 (FRS102) (effective 1 January 2019).

**Founder and Chief Executive Officer:** Paul Goodenough

**Registered office:** 41-43 Market Place, Chippenham, Wiltshire, SN15 3HR

**Bankers:** NatWest, Chatham, Waterside Court, Western Avenue, Chatham Maritime, Chatham, Kent, ME4 4RT

Independent examiner: Mander Duffill, The Old Post Office, 41 - 43 Market Place, Chippenham SN15 3HR

**Charity Number:** 1198287

**Company Number:** CE028629

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## AN INTRODUCTION FROM OUR CHAIR, SARAH GREENFIELD CLARK

Rewriting Extinction has such an important role to play and offers something truly unique in addressing the planetary crisis. Messages about planetary destruction, species loss and the climate crisis are being wilfully ignored by vast swathes of the global population. The majority are disengaged, disinterested, overwhelmed by and even hostile to these issues.

We urgently need to find ways to cut through.

Rewriting Extinction exists to reach beyond the echo chambers and works with NGOs, foundations, influencers, celebrities, notables, creatives, content specialists, experts, campaigners, and people with lived experience of the planetary crisis to help engage those audiences. We generate compelling stories and narratives that reach relevant audiences on the most critical issues, and through those, we seek to accelerate positive environmental action by increasing mass public support and momentum.

This is our first year and already we have achieved so much. Having delivered proof of concept with the epic publishing of *The Most Important Comic Book On Earth*, our operations have expanded into new genres and mediums so that we can meet people in the spaces where they spend the most of their time.

We're particularly excited to bring to life projects that showcase issues and solutions from indigenous perspectives.

Whilst the subjects we engage with often activate emotions such as grief and anger, (which we now know can serve as a powerful catalyst moving people from apathy!), it is through this work with our incredible network of Rewriting Extinction talent and supporters that we find our hope and courage to create alternative futures.



**Sarah Greenfield Clark, Chair of Trustees**

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## **OBJECTIVES**

### **Rewriting Extinction's charitable objects are:**

To promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment by:

- Raising awareness, primarily through the use of comics and accessible stories, of the importance of biodiversity, the effects of climate change, and effective ways the public can reduce their carbon footprint and promote biodiversity.
- Providing funding and grants for charities and/or other organisations which promote the conservation, protection, and improvement of the physical and natural environment and which promote biodiversity.

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## LOOKING BACK AT OUR ACTIVITIES IN 2022

2022 was an incredible year of growth for us, and cemented our position as disruptive environmental content creators.

In terms of our charitable objectives, our big moments included helping to drive 1.3m signatures to the Greenpeace petition on a Global Oceans Treaty (now agreed and ratified by the United Nations), collecting the 100k+ signatures needed to debate the passing of a new law on Swift Bricks in the UK at the Houses of Parliament, key relationships content creation and audience outreach with Love Island, Netflix, Google, BBC Earth, Idris Elba, Robert Sheehan, Jane Goodall and more, which helped reach over 200m people with a large proportion being outside the 'climate bubble'.

Further achievements happened in our partnership world, with new partnerships forged with Netflix, BBC Earth, Universal Studios, Channel 4, Aardman and more, enabling us to take our work into traditional media and broadcast with several TV shows and films in development with talent including Leonardo DiCaprio, Adam McKay, Richard Curtis, Idris and Sabrina Elba.

We also engaged communities, creators and NGOs in underserved communities in collaborating on climate content, including Indonesia, India, Colombia & Latin America, Singapore, KPop, Reality TV Fans and UK LGBTQ+ communities.

Internally, we have also stabilised and grown, enabling us to better fulfil our charitable objectives to reach new people and engage them in the climate crisis. We have forged partnerships with foundations and trusts including the Climate and Land Use Alliance, GSCC and Partners for a New Economy - with other key relationships being cultivated for 2023. With the funding this attracted, we were then able to hire our first full time role of Lead Producer, and engaged several part-time roles including Chief Operating Officer, Social Media Manager, Social Media Assistant and Team Assistant, growing our output and stabilising our future. We look forward to an exciting year ahead!



**Paul Goodenough, Founder and CEO**

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## **ACHIEVEMENTS AND PERFORMANCE - WHAT REWRITING EXTINCTION HAS ACHIEVED IN 2022**

In 2022, Rewriting Extinction has undertaken a wide range of actions to reach different audiences on issues of climate change, species loss and environmental destruction. We delivered around 1.3 million signatures to the UN Global Oceans Treaty through our comic work and engaging Instagram Live sessions. This was nearly 20% of the total signatures gathered and added significant public pressure towards the ratification of the treaty, which happened in early 2023.

Rewriting Extinction's commitment to climate advocacy continued with the creation of various content pieces aimed at encouraging the World Bank CEO, David Malpass, to take more effective action to combat the climate crisis. Rewriting Extinction also spearheaded a pangolin adoption campaign alongside Bobblejot and Born Free and ventured into the world of political cartoons with artists inc. Ben Jennings, Joel Pett, Drew Sheneman, and Jane Goodall. We also joined forces with Love Island's Lucie Donlan and the Pacific Climate Warriors for an impactful initiative on oceans.

We assisted climate and bird activist Hannah Bourne-Taylor with her 'Swift Bricks' campaign, organising a world-renowned body painter to paint her as the embodiment of birds for the campaign, and her speech at Speakers Corner. She was featured in multiple news outlets, and was on Piers Morgan's TV show to discuss the campaign. The campaign received over 100,000 signatures and was debated in Parliament and is now being championed by Zac Goldsmith.

We extended our reach through a partnership with BBC Earth and collaborations with Richard Curtis on multiple projects across Make My Money Matter, Project Everyone, and Global Goals. We engaged in meaningful related to climate communications discussions at Palestinian universities, forged new partnerships with BBC and Aardman Animation.

---

## **ACHIEVEMENTS AND PERFORMANCE - WHAT REWRITING EXTINCTION HAS ACHIEVED IN 2022**

During the year we have also strengthened our governance, developed our strategy, improved our internal and financial systems, consolidated our impact model, and have been able to grow the small team. This has resulted in a more focused approach with increased output and efficiency.

Rewriting Extinction nurtured vital relationships with organizations such as CLUA, CECG, GSCC, ECF, Blue Marine Foundation, WDC, Relist Wolves, and International Animal Rescue. Furthermore, we have built new connections with major foundations, and continue to solidify our reputation as impactful advocates for climate action and global change.

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## **FINANCIAL REVIEW**

### **Performance**

The charity was formally established in March 2022. In the year total income was £105,616

### **Notes on income and expenditure:**

Rewriting Extinction began building a fundraising base that included donations, grant income and sales. This enabled the activities and achievements outlined above to be achieved. The charity has been running a very lean operation in order to maintain a low cost base while delivering on its core mission.

The charity is extremely grateful to those individuals and organisations who have bought into the vision and have supported the work in 2022. Staff wages were low as the charity made use of consultancy arrangements in the early stages of the charity's development.

Governance costs were zero.

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## FINANCIAL REVIEW

### Key risks at the start of 2023 are:

#### 1. *Medium and long-term funding*

At the end of the year there were well advanced conversations with potential funders to support both specific projects and the charity more generally. It is natural in this start-up phase for there to be difficulty in predicting growth rate. The charity needs to develop a larger, more diverse portfolio of funding in 2023 and beyond in order to deliver on its mission.

#### Actions to control/mitigate:

- a) Increase focus on gaining new major funding from trusts, foundations, NGOs and philanthropists
- b) Nurture our existing key funder relationships
- c) Use unrestricted income to support the growth and sustainability of the charity

#### 2. *Financial risk related to low reserves*

Reserves need to be built in order to mitigate financial risk. The trustees acknowledge that this will take time. In the meantime, the trustees are cognisant of cashflow issues and the need for timely forecasting.

#### Actions to control/mitigate:

- a) See risk 1
- b) The charity needs to ensure that in this start up phase that it keeps expenditure as low as it can
- c) Regular, timely review of cashflow, income and expenditure and forecast

### Reserves Policy

The Trustees have set a desired reserves position of 3 months of operating costs. Trustees recognise that the charity needs to have sufficient cash and reserves to absorb short term fluctuations in income. The level of unrestricted reserves needs to consider both the plans of the charity and the wider economic climate. However, the Trustees also realise that building reserves takes time and that the mitigations mentioned above seek to address this.

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## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Rewriting Extinction was constituted as a company limited by guarantee and is governed by a Constitution. The charity was incorporated on 17 March March 2022.**

### **Appointment and Recruitment of Trustees**

The members of the Board are its Trustees for the purpose of charity law and are the Directors of the charitable company for the purpose of company law. Appointment of Trustees is governed by the Constitution of the charitable company. The number of Trustees appointed should not be less than three and no more than twelve.

There were six new trustee appointments in the period and one trustee resignation.

### **Organisational Structure**

The Trustees had seven full formal meetings in 2022. In addition to the full Board meetings, there was active engagement of trustees in all aspects of the charity's work including communications, fundraising and finance.

### **Senior Staff**

The CEO brought in a part-time COO in May to support the establishment and strengthening of systems and to work with him and the Trustees in developing strategy.

### **Pay and Remuneration**

Rewriting Extinction is an equal opportunities employer and applies objective criteria to assess merit. Pay reviews are held with staff annually.

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## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **Risk assessment and management**

The Trustees are aware of the major strategic, business and operational risks that the charity faces and are of the opinion that there are systems in place to minimise any perceived risks. Risk is regularly discussed by the Board on all issues that might affect the running of the organisation.

### **Public Benefit**

In deciding on which activities to undertake we have taken into consideration Charity Commission guidance on public benefit. The Trustees are satisfied that the charity meets these guidelines with regard to delivering public benefit.

### **Independent Examiner**

Mander Duffill  
Chartered Accountants  
The Old Post Office  
41-43 Market Place  
Chippenham  
Wiltshire  
SN15 3HR

**Approved by order of the Board of Trustees on 29 September 2023 and signed on its behalf by:**



**Sarah Greenfield Clark, Trustee**

**Charity Number: 1198287, Company Number: CE028629**

**Independent Examiner's Report to the Trustees of  
Rewriting Extinction**

**Independent examiner's report to the trustees of Rewriting Extinction ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the period 17 March 2022 to 31 December 2022.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also 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 your charity's accounts as 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**

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.

Richard Mander FCA

Mander Duffill  
Chartered Accountants  
The Old Post Office  
41-43 Market Place  
Chippenham  
Wiltshire  
SN15 3HR

Date: 30 October 2023

Rewriting Extinction

Statement of Financial Activities  
for the Period 17 March 2022 to 31 December 2022

	Notes	Unrestricted fund £
<b>INCOME FROM</b>		
Donations and legacies		47,147
<b>Charitable activities</b>		
Media production income		45,298
Grants received		13,171
<b>Total</b>		<u>105,616</u>
<b>EXPENDITURE ON</b>		
Raising funds	2	85,591
<b>Charitable activities</b>		
Media production income		1,320
Other		7,024
<b>Total</b>		<u>93,935</u>
<b>NET INCOME</b>		11,681
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>11,681</u></u>

**Rewriting Extinction**

**Balance Sheet**  
**31 December 2022**

	Notes	Unrestricted fund £
<b>CURRENT ASSETS</b>		
Cash at bank		17,896
<b>CREDITORS</b>		
Amounts falling due within one year	4	(6,215)
<b>NET CURRENT ASSETS</b>		<u>11,681</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		11,681
<b>NET ASSETS</b>		<u>11,681</u>
<b>FUNDS</b>	5	
Unrestricted funds		<u>11,681</u>
<b>TOTAL FUNDS</b>		<u>11,681</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 December 2022.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 December 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on 30 October 2023 and were signed on its behalf by:

  
.....  
S Greenfield-Clark - Trustee

## Rewriting Extinction

### Notes to the Financial Statements for the Period 17 March 2022 to 31 December 2022

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, 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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The presentation currency of the financial statements is the Pound Sterling (£).

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

#### 2. RAISING FUNDS

##### **Raising donations and legacies**

Support costs

£  
56,236

## Rewriting Extinction

### Notes to the Financial Statements - continued for the Period 17 March 2022 to 31 December 2022

#### 3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the period ended 31 December 2022.

#### Trustees' expenses

There were no trustees' expenses paid for the period ended 31 December 2022.

#### 4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	£
Trade creditors	2,461
Social security and other taxes	634
Accrued expenses	3,120
	<u>6,215</u>

#### 5. MOVEMENT IN FUNDS

	Net movement in funds £	At 31.12.22 £
<b>Unrestricted funds</b>		
General fund	11,681	11,681
	<u>11,681</u>	<u>11,681</u>
<b>TOTAL FUNDS</b>	<u>11,681</u>	<u>11,681</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	105,616	(93,935)	11,681
	<u>105,616</u>	<u>(93,935)</u>	<u>11,681</u>
<b>TOTAL FUNDS</b>	<u>105,616</u>	<u>(93,935)</u>	<u>11,681</u>

#### 6. RELATED PARTY DISCLOSURES

There were no related party transactions for the period ended 31 December 2022.

Rewriting Extinction

Notes to the Financial Statements - continued  
for the Period 17 March 2022 to 31 December 2022

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