

# 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.

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## **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>		<u>11,681</u>
<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>		<u>11,681</u>
<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

**3. TRUSTEES' REMUNERATION AND BENEFITS**

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

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