

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

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

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.

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

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.

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.

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

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.

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.

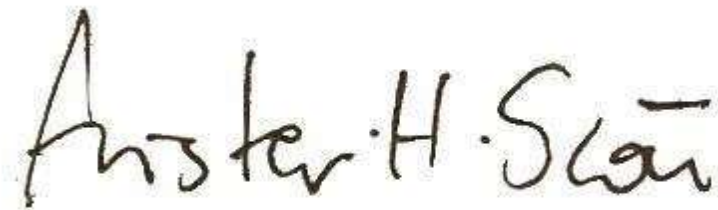
Risk assessment and management

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, slightly slanted style.

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 £
INCOME FROM					
Donations and legacies		45,250	-	45,250	163,479
Charitable activities					
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	-
Total		<u>168,528</u>	<u>188,908</u>	<u>357,436</u>	<u>362,855</u>
EXPENDITURE ON					
Charitable activities					
Charitable activity support costs		122,423	188,908	311,331	190,028
Other		58,857	-	58,857	72,780
Total		<u>181,280</u>	<u>188,908</u>	<u>370,188</u>	<u>262,808</u>
NET INCOME/(EXPENDITURE)		(12,752)	-	(12,752)	100,047
RECONCILIATION OF FUNDS					
Total funds brought forward		111,728	-	111,728	11,681
TOTAL FUNDS CARRIED FORWARD		<u>98,976</u>	<u>-</u>	<u>98,976</u>	<u>111,728</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 £
CURRENT ASSETS					
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>
CREDITORS					
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>
NET CURRENT ASSETS					
		<u>98,976</u>	<u>-</u>	<u>98,976</u>	<u>111,728</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>98,976</u>	<u>-</u>	<u>98,976</u>	<u>111,728</u>
NET ASSETS		<u>98,976</u>	<u>-</u>	<u>98,976</u>	<u>111,728</u>
FUNDS	5				
Unrestricted funds				98,976	111,728
TOTAL FUNDS				<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.

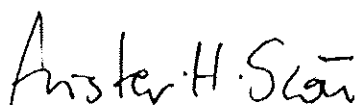
The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2024 in accordance with Section 476 of the Companies Act 2006.

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 on17 October 2025.....and were signed on its behalf by:



.....
Dr Alister Scott - Trustee

The notes form part of these financial statements

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

3. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.24	31.12.23
	£	£
Other debtors	330	-
	<u>330</u>	<u>-</u>

4. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	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>27,915</u>	<u>16,185</u>

5. MOVEMENT IN FUNDS

	At 1.1.24	Net movement in funds	At 31.12.24
	£	£	£
Unrestricted funds			
General fund	111,728	(12,752)	98,976
	<u>111,728</u>	<u>(12,752)</u>	<u>98,976</u>
TOTAL FUNDS	<u>111,728</u>	<u>(12,752)</u>	<u>98,976</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	168,528	(181,280)	(12,752)
Restricted funds			
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>188,908</u>	<u>(188,908)</u>	<u>-</u>
TOTAL FUNDS	<u>357,436</u>	<u>(370,188)</u>	<u>(12,752)</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 £
Unrestricted funds			
General fund	11,681	100,047	111,728
TOTAL FUNDS	<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 £
Unrestricted funds			
General fund	362,855	(262,808)	100,047
TOTAL FUNDS	<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.

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 £
INCOME		
Donations and legacies		
Donations	45,250	163,479
Charitable activities		
Media production income	46,723	53,143
Appeal income	22,234	-
Other income	13,729	-
Grants	229,500	146,233
	<hr/> 312,186	<hr/> 199,376
Total incoming resources	357,436	362,855
EXPENDITURE		
Support costs		
Activities		
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/> 311,331	<hr/> 190,028
Other		
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/> 54,693	<hr/> 70,008
Governance costs		
Accountancy and legal fees	4,164	2,772
Total resources expended	<hr/> 370,188	<hr/> 262,808
Net (expenditure)/income	<hr/> (12,752)	<hr/> 100,047

This page does not form part of the statutory financial statements