

**POPULATION**

**MATTERS**

*Championing  
Better  
CHOICES*

**ANNUAL REPORT**

**JULY 2018 - JUNE 2019**

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## INTRODUCING

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5. **Olivia Nater** (p.15)
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## STATEMENT BY THE CHAIR

**This year we have seen a discernible shift in the way population is discussed in mainstream media - a much more positive dialogue is evident along with a greater frequency and range of coverage.**

National and international media channels have approached Population Matters (PM) for comment, thus we have featured in more press pieces on climate change, sustainability and the linked impact of overpopulation than ever before.

Even so, population is not being spoken about enough at national policy or public grassroots level. It is not yet incorporated in every discussion on the future of our fragile planet; however we have developed our strategies to help make this happen (p.13).

The increased involvement of our patrons this year has also been notable and effective. We warmly welcomed onto the board longstanding patron Sara Parkin. Jonathon Porritt CBE (another longstanding patron) demonstrated his commitment to PM by accepting the role of President in October (p.21), bringing considerable clout and credibility to our cause. PM Patron Sir David Attenborough gave a characteristically impressive performance in the joint WWF and Netflix Our Planet series, unflinchingly raising the issue of population at the start of every episode. Professor Aubrey Manning OBE who was so active for PM during his life, sustained his support through the legacy of a PhD programme in collaboration with Edinburgh University.

Our Advisory Council, now renamed Expert Advisory Group (EAG), has been extended to include a range of experts,

academics and professionals (p.22) adding kudos and credibility to PM through its collective wealth of experience and expertise.

Not only do we have our wonderful seasoned warriors, but PM is now also attracting a younger demographic with a fresh energy complementing and working in harmony with our existing supporter base. This is partially due to transforming our online presence with a refreshed website which functions more effectively on mobile devices, developing our social media strategy which is increasing engagement consistently across platforms (p.16) and revitalising our magazine. This diversity was reflected by the attendees at our conference 'The Last Elephant In The Room' in April, who tweeted positively as the day progressed. It was good to have WWF represented on the panel along with our African conservation colleagues Dr Edu Effiom and Dr Winnie Kiiru (p.15).

A key part of my role is ensuring that the charity is well governed and to that end we have sought advice from leading charity lawyers Bates Wells, which we now are implementing. Alongside this, we continue to develop the strategy, build and expand the operational team and establish a firm financial footing for PM; ensuring we are in good shape for the coming year.

It seems that the 'zeitgeist' is moving in our favour; we are entering the era of 'consideration for the planet'.

Of course some will think it is too late, but we cannot change the past. At least the dawning is here and we have to make the most of it. The question which regularly recurs to me is: are we at PM thinking big enough?

**"We have such a large task. Our plan, our strategy and our message are solid. We are making positive headway, pressing policy-makers, putting pressure on NGOs and appearing in the media. But we need to do more and in order to do this, we need to grow."**

Thank you for choosing to support our work. I hope this publication inspires you to let others know how much population matters to the future of our beautiful planet to help us grow.



A handwritten signature in black ink, appearing to read 'Terry Murphy'.

**Terry Murphy**  
Chair

## PATRONS

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**Dame Jane Goodall**  
PhD DBE

*Founder of the Jane Goodall Institute and United Nations Messenger of Peace*

**"We can't push human population growth under the carpet, we must find ways to address it, to help human population to decrease in such a way that we can live in harmony and support future generations on this beautiful planet earth."**

**Professor Norman Myers**  
CMG PhD

*Visiting Fellow at Oxford, Harvard, Cornell, Stanford, California, Michigan and Texas Universities*

"Is it not worthwhile to ensure that our children inherit a world worth living in? A world where population growth has been slowed to zero, with equity and fairness for all citizens on this planet, and where our environments are safeguarded and restored."

**Adrian Hayes**

*Record-breaking polar explorer and adventurer, speaker, coach, campaigner and author*

"Human population growth affects every single environmental factor on earth and every single factor in society."

**Professor Sir Partha Dasgupta FRS FBA**

*Frank Ramsey Professor of Economics University of Cambridge*

"Population growth, poverty, and degradation of local resources often fuel one another."



**Sir David Attenborough OM CH**  
CVO CBE FRS FZS FRA

*Naturalist, broadcaster and former controller of BBC Two*

**"Wherever women are given political control of their bodies, where they have the vote, education, appropriate medical facilities and they can read and have rights and so on, the birth rate falls, there's no exceptions to that."**



**Leilani Münter**

*Race car driver and environmental activist*

**"Human population is the driving force behind every other environmental challenge that humanity faces: climate change, ocean acidification, pollution, habitat destruction, species extinction, loss of biodiversity."**

**Professor Paul Ehrlich ForMemRS**

*Bing Professor of Population Studies Stanford University*

"Solving the population problem is not going to solve the problems of racism... of sexism... of religious intolerance... of war... of gross economic inequality. But if you don't solve the population problem, you're not going to solve any of those problems. Whatever problem you're interested in, you're not going to solve it unless you also solve the population problem."

**Chris Packham**

*Naturalist, nature photographer, television presenter and author*

"I support Population Matters because they're the only people pointing out the obvious link between ever more people and ever less wildlife."

**Sir Crispin Tickell GCMG KCVO FZS**

*Former Director of the Policy Foresight Programme at the James Martin Institute and former United Kingdom Permanent Representative on the United Nations Security Council*

"Population has to be discussed as one of the big environmental problems of our time, it's one animal species out of control, and the awful thing is that if we don't control it then Mother Nature will do it for us."



**Malcolm Potts MB BChir PhD FRCOG**  
*Professor in Maternal and Child Health and the first and former holder of the Fred H. Bixby Endowed Chair in Population and Family Planning of the University of California*

**“Rapid population growth is at the centre of many of the world’s pressing environmental, economic and security problems...The antidote is family planning, which is not only a universal need but also a basic human right. It is not about telling people what to do; it is about listening to what women want.”**

**James Lovelock CH CBE FRS PhD**  
*Originator of the Gaia Theory*

“Those who fail to see that population growth and climate change are two sides of the same coin are either ignorant or hiding from the truth.”



**Sara Parkin OBE**  
*Principal Associate of The Sustainability Literacy Project, Co-founder of Forum for the Future, Chair of the Richard Sandbrook Trust, Trustee of the St Andrews Prize and board member of the Carnegie Trust for the Universities of Scotland.*

**“Our challenge is indeed existential - how fast can we move to a fewer people consuming less stuff logic for living? Not one or the other, but both. It’s also civilisational - how well can we behave as we do it?”**

**Professor John Guillebaud**

*Emeritus Professor of Family Planning and Reproductive Health, University College, London, and Medical Director, Margaret Pyke Centre for Family Planning*

“Should we now explain to UK couples who plan a family that stopping at two children, or at least having one less than first intended, is the simplest and biggest contribution anyone can make to leaving a habitable planet for our grandchildren?”

**Jonathon Porritt CBE**

*Co-Founder Director of the Forum for the Future and former Chair of the United Kingdom Sustainable Development*



*Commission, President of Population Matters*

**“The simple truth is that continuing population growth is a multiplier of every one of today’s converging sustainability pressures - including climate change.”**

**Susan Hampshire OBE**

*Actress and population campaigner*

“It’s been so obvious to me for so long that cramming ever more people onto our little planet does it ever more damage.”



**Lionel Shriver**  
*Journalist and author*

**“We need to recognise that slowing population growth is one of the most cost-effective and reliable ways of easing pressure on our environment and securing a sustainable future for us all.”**



## DIRECTOR'S REPORT

### One of the highlights of last year's Annual Report was our 2018 conference, 'More Feet, More Heat?' exploring the relationship between climate change and population, and drawing on a gathering body of published research affirming that connection.

One acknowledged to some degree previously by the Intergovernmental Panel on Climate Change (IPCC) - the main body of international scientists advising world leaders on the issue. But our conference theme proved prescient when, just over six months later in October 2018, the IPCC published its latest 'SR15' report, or to give it its full title, 'Global Warming of 1.5°C, an IPCC special report', warning that holding average global warming to 1.5°C would require "rapid and far-reaching" economic transitions. It takes some finding, but buried within the report, the IPCC identified human population as a key factor in determining whether or not that critical threshold will be breached, warning that, "lack of global cooperation, high inequality and/or high population growth that limit the ability to control land use emissions, and rapidly growing resource-intensive consumption are key impediments." (p.10)

It also observed that future population projections vary strongly based on what "educational assumptions" are made noting, "An important factor for these differences is future female educational attainment, with higher attainment leading to lower fertility rates and therewith decreased population growth up to a level of 1 billion people by 2050." Chiming with Population Matters' (PM) emphasis on enabling choice for those millions of young women across the world currently unable to access either the education or the safe family planning that they want. Someone from the IPCC was clearly in the audience!

This year's conference, 'The Last Elephant in the Room', held in April and themed on biodiversity also proved to be ahead of the curve (p.15). The conference enabled us to drive forward our agenda and ambitions: confirming the central role of population in the catastrophic decline of biodiversity, piling pressure on the conservation and environmental organisations to shift their policy positions, and extending our reach and partnerships internationally.

It followed several months of intense lobbying activity on that issue, particularly focused on the largest and best-known conservation body, the World Wide Fund for Nature – specifically WWF-UK. WWF's Living Planet Report published in Autumn 2018, contained the grim statistic that 60% of wild vertebrate populations

globally have been 'lost' since 1970. Yet the report failed to acknowledge any correlation between the halving of wild populations and the more than doubling of our own over the same period. In response to our public critique, WWF shifted its stance, recognising population alongside consumption "as a major driving force behind environmental degradation." Albeit, something of a qualified acknowledgement,

**"Equally, the trend towards higher consumption patterns in more affluent populations results in disproportional demands on Earth's natural resources, often at the expense of people and nature elsewhere in the world."**

Around the same time, we became aware of WWF-UK partnering with Netflix to produce a series of programmes under the title, Our Planet, for broadcast in Spring 2019 and presented by our patron Sir David Attenborough (a full-length film under the same banner goes out in Spring 2020). Working behind the scenes, we were able to influence the scripts ahead of broadcast. Consequently, the opening sequence to each programme was strengthened, featuring Sir David highlighting human population growth as a key factor driving ecological



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collapse - proving persistent, positive pressure and having good contacts pays off. The constructive dialogue established with WWF-UK gave us the opportunity to invite a representative to speak at this year's conference. We were delighted when their Head of Science, Dr Mark Wright, took up the challenge. Perhaps encouraged by the presence and positive speeches from our two African conservationists, Dr Edu Effiom and Dr Winnie Kiiru, Mark's presentation titled, 'Population does matter' pushed the Panda (WWF's logo) further along the population path, "The 'population' community and the 'consumption' community have got to work together." Something we've been saying for years!

Dr Effiom and Dr Kiiru's powerful presentations complemented the compassionate, but unflinching video message from our patron, Dame Jane Goodall, which opened the conference,

**"Population Matters is so terribly important because this is one of the most important issues we face today. We can't push population under the carpet. We must find ways to address it. And we find that local people want this too, because cultures change."**

Dame Jane's eloquence was echoed across the generations by 16-year old activist Bella Lack, whose own filmed address demonstrated a shared understanding and willingness to speak out.

**"Our leaders are striving for economic growth, for reputation growth, and for population growth, but they're missing the point."**

As at our conference, diversity has been a thread common throughout our activities over the past year: notably with women (and some men!) in the vanguard of championing our 'Smaller Families' campaign, promoting better choices and opening up public debate about family size. In response to our call for people who've chosen a smaller family or to be child-free, over 100 volunteers came forward as 'case studies' for the press. That resource of 'real people, real choices' was a key contributor to the widespread media coverage PM has achieved over the year, across the world, and on a wide range of issues.

A surge in media and public interest that, as I write, has been sustained and indeed royally increased – but that's for next year's report!



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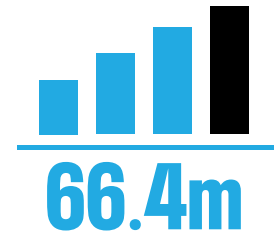


**Robin Maynard**  
Director

## YEAR AT A GLANCE



**July 2018** World Population Day. Population Matters (PM) drove a mobile digital display of the live global population counter increasing by around 2.5 people per second around London. (p.15)

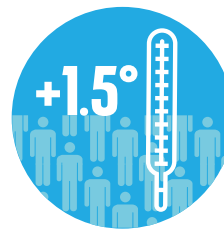


UK population grew for 36th consecutive year; population in mid-2018 was 66.4m; a growth of 395,000 since 2017.

**Social media engagement rates** more than 10 times the non-profit benchmark. PM gained an additional 12,000 fans on our Facebook page and followers on Twitter increased by 20% during the year. January 2019 PM launched a new Instagram account, reaching a younger demographic with 500 followers **by the end of June 2019.** (p.16)



**April 2019** PM conference The Last Elephant In The Room: Human Population And The Sixth Mass Extinction saw a diverse international panel discussing the relationship between human population and biodiversity loss in front of more than 400 attendees. (p.15)



**September 2018** IPCC published a crucial report identifying future high population growth as a key impediment to limiting global temperature rise to 1.5°C. (p.10)

**April 2019** Netflix launched Our Planet with PM Patron Sir David Attenborough as presenter - highlighting human population growth as key factor driving ecological disaster. (p.6)







**October 2018**  
Jonathon Porritt  
took on the role  
of PM President.  
A leading  
environmental  
campaigner

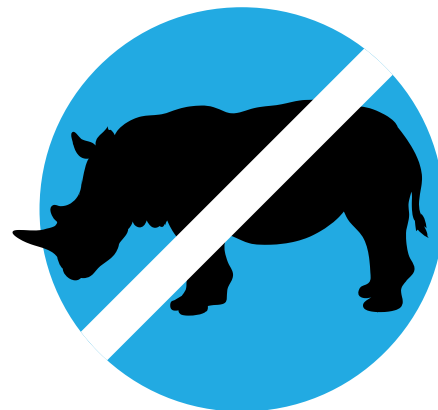
and former Chair of the UK's Sustainable Development Commission, Jonathon has consistently championed the case for addressing human population as the ultimate, underpinning sustainability issue. (p.21)



**February 2019** International opinion poll found two thirds of respondents consider population growth a global catastrophic risk. (p.11)



**More than 670 articles**  
mentioning PM in  
global media outlets.  
**More than 250 in**  
the UK. (p.16)



**May 2019** the Intergovernmental Science Policy Platform on Biodiversity and Ecosystem Service identified one million species at risk of extinction and population growth as a driver. (p.10)

PM's supporters donated generously to Empower to Plan, our crowd funding platform surpassing the targets and empowering grassroots projects to make an effective difference in marginalised areas around the world. (p.17)



**October 2018** PM launched a new website - bold, dynamic and immediately boosting online conversions as over 500 new contacts signed up to receive our monthly e-newsletter in the first three months. (p.15)

## THE CONTEXT AND ISSUES

**2018/19 was marked by an accelerating pace of research and reports affirming the gravity of our environmental crisis, and public concern clearly increased in response to these published findings. There has also been more acknowledgement of and prominence given to the factor of population and its relevance in countering current environmental issues.**

### Climate change

The most authoritative and alarming warning so far on climate change was issued in October 2018 when the Intergovernmental Panel on Climate Change (IPCC) announced that we have just 12 years to ensure average global warming does not exceed 1.5 °C. The IPCC's report warned there is a real possibility of a catastrophic 2°C or 3°C rise and called for a huge range of unprecedented and rapid system and societal changes to avert such a rise. It also identified potential high population growth as one of the 'key impediments' to ensuring a rise of less than 2°C.

### Biodiversity

The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services published its global assessment in May 2019. It stated that more than one million species are at risk of extinction and identified population growth as one of the factors underlying the direct drivers of biodiversity loss concluding:

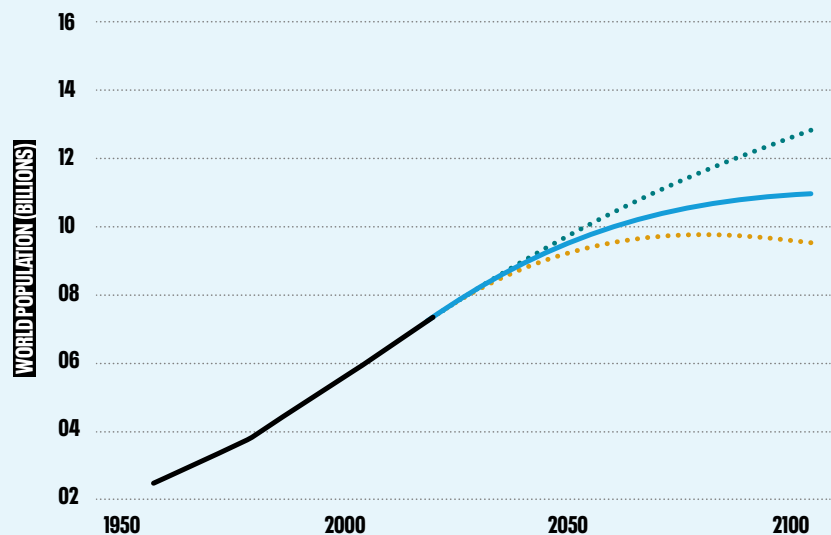
**"...changes to the direct drivers of nature deterioration cannot be achieved without transformative change that simultaneously addresses the indirect drivers."**

### Population and fertility

Some positive news: for the first time this century the UN's biennial World Population Prospects projections were revised downwards. The change from 2017's figures was slight, however, with the medium projection being for 9.7bn by 2050 and 10.9bn by 2100. Average

fertility rates continue to fall slowly, with half of the world's population living in countries with below "replacement rate" fertility; nevertheless, sustained high fertility in some regions and large numbers of people entering their childbearing years continue to drive growth.

## UNITED NATIONS POPULATION PROJECTIONS TO 2100: 95% CERTAINTY RANGE



● median projection

Source: UN, 2019

### Public opinion and awareness

An online survey of over 10,000 adults across nine countries found that more than two thirds of respondents considered population growth a “global catastrophic risk”. However, when ranked among other issues such as terrorism and climate change, less than a quarter believed the issue requires urgent action and while more than half



believed continued population growth will have “negative effects”, that is a lower proportion than in 2017. Clearly, the need and role for Population Matters (PM) continues to grow.

The ‘Extinction Rebellion’ citizen action movement drew unprecedented attention to the global climate crisis, while the increasingly outspoken advocacy of our patron Sir David Attenborough gave authority and gravitas to the issue. Fifteen-year-old Swedish activist Greta Thunberg and the global school strikes she initiated also created global headlines – ably aided in the UK by our home-grown young activist and PM supporter Bella Lack. The small but potent Birthstrike movement (people refusing to have children until meaningful environmental action makes the world safer for future generations) also contributed to the growing discussion on family size.



**If we don't take action, the collapse of our civilisations and the extinction of much of the natural world is on the horizon.**

**Sir David Attenborough  
(PM Patron)**

### Food and resources

Two major reports on food sustainability, by the global EAT-Lancet Commission and the World Resources Institute both recognised population growth as incompatible with long-term food sustainability. The former described sustainably feeding a population of more than 10 billion as “increasingly unlikely”, while the latter called for efforts to achieve replacement-level fertility rates across the world.

Figure 1 | The world needs to close a food gap of 56 percent by 2050



*Note: Includes all crops intended for direct human consumption, animal feed, industrial uses, seeds, and biofuels.  
Source: WRI analysis based on FAO (2017a); UN(ISA (2017); and Alexandratos and Bruinsma (2012).*



## VISION AND MISSION

**Population Matters is a UK-based charity working globally to achieve a sustainable future for people and planet.**

### Our Vision

A future in which our population co-exists in harmony with nature and prospers on a healthy planet, to the benefit of all.

### Our Mission

To drive positive, large-scale action through fostering choices that help achieve a sustainable human population and regenerate our environment.

### Our Purpose

We campaign, inform, undertake research and do all we can to encourage an open, fair-minded and constructive debate about population. We aim to create a level of public awareness and policy action on overpopulation and unsustainable consumption equivalent to, or exceeding, that achieved for climate change.

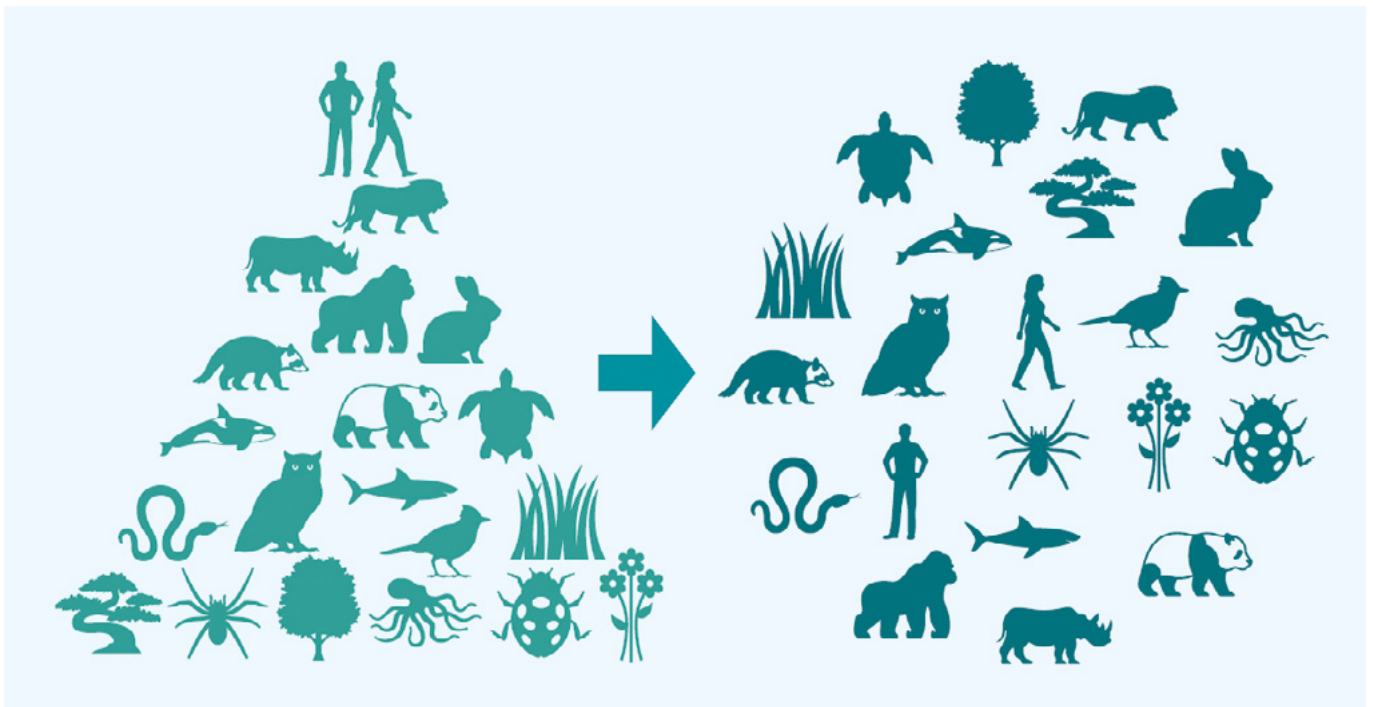
We promote positive, practical, ethical solutions – encouraging smaller families, inspiring people to consume sustainably, with the aim of enabling everyone to enjoy a decent quality of life whilst respecting and sustaining the natural ecosystems upon which all life on earth depends.

We empower choice. In a world of finite resources our reproductive and consumption choices are critical for achieving that vision of humanity in harmony with nature, prospering on a healthy planet.

We believe everyone should have the freedom and ability to choose a smaller family.

We support human rights, women's empowerment and global justice.

**POPULATION MATTERS - EVERY CHOICE COUNTS**



## STRATEGY AND BUSINESS MODEL

### Strategy

Put simply, our aim is to persuade policy-makers and the public to act on our patron Sir David Attenborough's common-sense statement:

“All environmental problems become easier to solve with fewer people, and harder and ultimately impossible to solve with ever more people.”

We are facing the most challenging and urgent environmental crisis in human history. As the pre-eminent organisation addressing the issue of human population globally, we have the power and responsibility to do something about it. Our ambition and task is to become a key catalyst for effective action on human population and its impact on the sustainability and wellbeing of our world.

Over the past year we have strengthened our operational team and are fortunate to have the continued support and contributions of our membership base, who add value to our campaigning and advocacy work.

There are, however, still too few other voices alongside us making enough noise. That is why we are on a mission to drum up public awareness and drive policy action, to slow human population growth and ultimately bring our numbers back into balance with our planet's capacity to support us in harmony with all the other species with which we share it.

Over the past year Population Matters (PM) has developed a Strategic Plan, which gives us a clear framework and direction for the organisation. A plan of action for the next 3 years to amplify

our voice, persuade others to add theirs and put the population issue at the heart of sustainability, where it belongs.

#### **We have devised three key strategies to achieve this:**

1. Establish a compelling and reasoned case for curbing population growth – focusing on feasible targets.
2. Put population at the heart of the sustainability agenda.
3. Leverage wider support for our agenda, nationally and internationally.

#### **Our Priority Areas include:**

- Establishing that the UN's low projection of 7.3 billion people on the planet by 2100 is achievable and greatly preferable to their high projection of 16.6 billion by 2100.
- Challenging complacency over current and projected population growth by critiquing 'Demographic Transition Theory'.
- Promoting the benefits of smaller families through public education.
- Supporting and demonstrating the effectiveness of grassroots women's empowerment and family planning through our 'Empower to Plan' initiative.
- Lobbying for an international policy framework on population dynamics via the United Nations and other international policy fora.
- Addressing population and consumption issues closer to home in the UK by calling for a UK Sustainable Population Policy (SPP).

- Taking the population issue global, by using the annual focal point of World Population Day to run events in at least 3 locations worldwide in 2019.
- Developing and building existing relationships with like-minded individuals and organisations, including international academic and scientific fora.
- Sustaining pressure on environmental and conservation bodies to acknowledge and support action on population.
- Optimising the public profile and reach of our impressive list of patrons and expert advisors, ensuring they can amplify our voice.

#### **Underpinning our Strategy, we have:**

Refreshed our communications, branding and completely overhauled and updated our magazine, website and social media platforms.

Undertaken a review of fundraising and rolled out a pilot to diversify and strengthen our financial security.

Taken professional advice from leading charity lawyers Bates Wells to bring our governance into line with best practice and Charity Commission guidance, to ensure optimal delivery on our agreed objectives.

## STRATEGY AND BUSINESS MODEL

### Sound financial footing

Our fundraising activities are successfully keeping pace with our core expenditure. We ensure that PM has the financial resources to meet its purposes through:

1. Effective engagement with members and the public to maintain and grow membership;
2. Sustaining, increasing and diversifying income from membership and other sources.

Recently we have attracted interest from new and significant funders, both UK-based trusts and international foundations.

### Strong supporter base with potential to grow

As one of the better-known organisations working on population issues there is considerable potential to reach many more supporters. Our ambition is to double support over the next three to five years.

### High profile patrons and advisors

Our patrons and advisors, such as Sir David Attenborough, Dame Jane Goodall, Jonathon Porritt and others, are arguably our most important resource, boosting our credibility, knowledge and reach. We are constantly adding to this impressive list of prominent supporters and developing our Expert Advisory Group.

### An agile, cost effective operational team

We ensure that PM is appropriately staffed (within budgetary constraints) to support its operations and development, whilst also optimising the support and enthusiasm of our volunteers' efforts. Our small core team operates virtually, without the expense of a physical office.

### Communications

We will ensure that the organisation disseminates a coordinated and consistent message by developing and implementing our communications strategy. Priority work this year has been refreshing our website, magazine, overall messaging, branding, organisational character and 'voice' conveyed across all PM communications.

### Research

Our research programmes develop and promote access to the knowledge and science of population essential for a sustainable future. They will integrate global and local aspects and include material in support of our campaigning, such as forecasting the impact of continued population growth. The additional resources we have put into the PM Journal of Population and Sustainability represent a key research capacity building initiative, as does the development of the new, extended Expert Advisory Group.

### Developing alliances

We will collaborate with partner organisations to pursue mutual goals, demonstrating the impact of population on other issues.

### Governance

We will continue to meet our legal obligation to conform to company and charity law and in line with our Articles of Association. We will bring our governance in line with best practice to optimise our delivery on agreed objectives.





## ACTIVITIES AND PERFORMANCE

**Guided by our three-year strategy, 2018/19 saw a number of key developments in Population Matters' (PM) journey to increase our influence and put population at the heart of the sustainability agenda.**

### World Population Day

The United Nations-initiated World Population Day falls on July 11th at the start of our reporting year. This year saw PM's most eye-catching WPD event yet as we took to the streets of London with an eleven square metre mobile digital billboard, featuring a "live" count of population growth - increasing at the rate of 2.5 people per second. The billboard was driven past Downing Street, the Houses of Parliament and key government ministries, as well as touring London landmarks and London's immensely crowded Oxford Street. It also visited the Friends of the Earth UK office, reminding them of the major environmental issue they have yet to address sufficiently or publicly. As well as eliciting reactions of astonishment from thousands of passers-by, the video of the day has been watched online almost 20,000 times.



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### Conference

The 2019 annual conference 'The Last Elephant in the Room: Human Population and The Sixth Mass Extinction' highlighted and reinforced our work on the Convention on Biodiversity. Over 400 people were treated to a fascinating afternoon of presentations and discussions from an expert international panel. Our line-up included Philip Lymbery (Chief Executive of Compassion in World Farming), Dr Edu Effiom (Nigerian conservation official and leading forest biologist), Dr Mark Wright (Head of Science at WWF-UK), and Kenya-based Winnie Kiiru (left, Elephant Protection Initiative). Powerful video messages from our patron Dame Jane Goodall and sixteen-year-old environment campaigner Bella Lack energised the audience who posted rave reviews

about the event on social media. An accompanying opinion piece by Bella was published in the Daily Telegraph.

### The digital year

Recognising the vital importance of digital communications to an organisation our size, PM appointed its first digital officer, Olivia Nater, in August. Her most important task began immediately as she oversaw the production of our new website working with marketing agency Creative Concern to develop the site, evaluating the organisation's needs, challenges and opportunities and building a website fit-for-purpose in addressing them. The process included focus groups and wide stakeholder consultation.

Despite a tight budget, the result is a fresh, attractively designed site, offering informative graphics, the most current information and a simpler, more



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intuitive navigation. It was successfully launched in October, bringing PM into line with best practice for charity websites, and presenting PM as the dynamic organisation it is. It has also generated significant improvements in Search Engine Optimisation and key metrics, such as length of time spent on the site and number of pages visited. Our work with Creative Concern also led to a refreshed brand, with a strong colour palette, typography and logo which emphasises the modern character of the organisation and our willingness to be bold.

Away from the website, PM's social media continued to find and develop new audiences and support, with 12,000 new fans on Facebook and 20% more Twitter followers. The employment of a digital officer has allowed us to focus on producing high quality content and ensuring our posting practices reflect the constantly changing demands and opportunities of the digital realm. We

have increased the use of videos on our website and social media, and in January launched a new Instagram page – critical for reaching younger audiences. By end of the reporting year, it had 500 followers, and was showing continued strong growth.

### The media year

Following a strong year for media coverage in 2017/18, PM has received even better coverage in 2018/19. The year launched with an exclusive article in The Times reporting on our opinion poll, which found 74% of UK adults favouring a national sustainable population policy. Significant features including PM also appeared in the Telegraph, New Scientist, BBC Radio 4's World at One and on Channel 4 News and over the course of the year we have had coverage in every major UK outlet. Overseas media also sought comment and content from PM, with articles appearing in Indian, French, Canadian and Pakistani media among others. A

great deal of coverage focussed on the choice to have smaller families, with PM providing interviewees for human interest stories and commentary on the wider issues. PM is both generating and riding a wave of interest in the link between small families and the environment, and we are delighted to see our profile and the issue gaining so much more traction over the last eighteen months.

### The campaigning year

Our conference formed part of PM's ongoing Anthropocene campaign, and in particular the focus on biodiversity. PM's specific aim is to have measures to address population recognised and promoted under a new framework implementing the Convention on Biodiversity (CBD) after 2020. The Convention is the key international agreement protecting global biodiversity. Following an initial set of targets to be met by 2020, governments are now negotiating the next stage of



the Convention's work. PM has sent two detailed submissions to the CBD consultation process, and lobbied stakeholders including conservation organisations and governments on the issue. We have distributed thousands of campaign postcards to the government calling for it to support population action under the CBD and as a result we are now part of the UK government's CBD Stakeholder group. Our conference also led directly to a supportive opinion piece in the New Scientist. With the new framework due to be finalised in 2020, our work on this campaign will ramp up in the coming year.

At the very end of the 2017/18 reporting year, PM commissioned an opinion poll to investigate the public's view on population growth and the government's response. As reported in our last annual review, it provided a strong endorsement and vital insights for our Sustainable Population Policy (SPP) campaign. It has formed the backbone of our work on the SPP this year, in which we've sought to promote the debate through the media, including in our widely reported response to the UK population estimates published in June. In a period dominated by Brexit uncertainty, we have not focussed on parliamentary lobbying, but worked with external partners to develop a political strategy which will be implemented in the coming year.

### Small families

At the core of our work PM advocates the choice to have smaller families. This year we have focussed on developing "peer-led" communications, moving away from a didactic approach and building on our Small Families video of last year, which featured young people responding to facts about population and environmental impact. We requested testimonies from supporters,

asking them to share their individual reasons for choosing small families or being child free. Over 100 responses provided a wealth of articulate, genuine content demonstrating that the choice is neither extreme or misanthropic. We have used many of these testimonies online, on our website and social media to provide relatable human faces communicating their choice to have small families. We've also produced an attractive new leaflet "Gregory's Choice" for distribution to people who are starting to consider their family size. The large pool of individual responses has also enabled us to provide case studies to media looking to write human interest stories on the topic.

### Spreading the word

In line with PM's strategic goal to embed population into the sustainability agenda, we have continued to use key opportunities to spread the population message and to show our support for other environmental action. We held a popular stall at the Walk for Wildlife organised by our patron Chris Packham. We also joined more than 15,000 people at the mass climate lobby (co-ordinated by the Climate Coalition of which we are members) in June. Our banners and in particular the human-sized condom suits attracted a lot of positive comments and attention (humour being an essential campaign tool, notwithstanding the seriousness of the issue). We have also spoken at events such as the annual Battle of Ideas in London, and the Linnean Society. Our Local Groups have done sterling work, especially our London Group which has staged numerous events and supported events organised by PM centrally.

### Research and academic links

PM continues to publish the editorially independent Journal of Population and Sustainability, an open access,

interdisciplinary journal exploring all aspects of the relationship between human numbers and environmental issues. In two important developments for the journal it has now launched its own website and most importantly become peer-reviewed, significantly enhancing its academic authority. Over the course of the year PM has also been working to enhance its relationships with the academic community including the evolution of the previous Advisory Council into an extended Expert Advisory Group, to provide insights and guidance into key issues relevant to our work.

### Empower to plan

Thanks to the generous donations of our members and supporters, PM's crowd funding platform Empower to Plan surpassed its targets this reporting year. Not only did our supporters fund some incredible grassroots projects around the world they also helped strengthen Population Matters' partnerships with organisations working to empower women, girls and boys.

Donations funded the provision of contraceptives needed by five WINGS Guatemala Volunteer Health Promoters to supply rural communities for a year. In partnership with CHASE Africa supporters funded three mobile day clinics which deliver free contraception in poor rural communities to hundreds of women. Donors also supported You Before Two, a project in Nottinghamshire working to help at-risk teenagers understand their rights and equipping them with essential information on contraception, sexual consent, healthy relationships and e-safety. The latest (and ongoing) partnership is with Boys for Change, Dandelion Africa which has seen incredible transformation in marginalised rural Kenyan communities.



## GOVERNANCE

### Registration Details

Population Matters is controlled by its governing document and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. Until 2011, Population Matters was known as the Optimum Population Trust, which remains the registered name.

Registered company number: 3019081 (England and Wales)

Registered charity number: 1114109

Registered office: 135-137 Station Road, London E4 6AG, United Kingdom

### Board Activities and Composition

#### Meetings

The Board held four standard meetings during the year and in addition participated in a strategic planning session.

#### Committees

There is one Board committee, the investment committee, which is chaired by the honorary treasurer. In addition, the Board has delegated authority to working groups to consider specific aspects of the charity's operations (governance, Expert Advisory Group, campaigning, finance and research).

### Schedule of Delegation

Power	Board	Director
<b>ADVOCACY</b>		
Making population concern alliances	X	
Making other alliances		X
Responding to consultations		X
<b>COMMUNICATIONS</b>		
Setting policy	X	
Issuing statements		X
Issuing reports after consulting relevant Board members		X
<b>FINANCE AND FUNDRAISING</b>		
Membership termination or refusal	X	
Membership terms and conditions	X	
Opening/closing bank accounts	X	
Transferring funds between PM accounts		X
Setting budgets	X	
Contracts of over £3K (£5K sup. by chair and treasurer)	X	
Tendering procedures		X
Making funding applications		X
Agreeing contractors' personal expenses		X
Agreeing director's personal expenses	X (Chair)	
<b>HUMAN RESOURCES</b>		
Commencing and ending contracts	X	
Changes to contract conditions		X
Directing staff and volunteers		X
Selecting staff and volunteers		X
<b>STRATEGY AND GOVERNANCE</b>		
Adoption of strategy	X	
Approval of annual report	X	

## Officers During Year

**Chair – Terry Murphy**

**Vice chair – Fiona McKenzie**

The Vice chair acts as the senior independent director.

**Honorary treasurer – Percy Kelland**

## Directors During Year

### Maggie Avison

Currently working as a freelance researcher, Maggie has been involved in the charity sector for more than 15 years. She has worked at two international animal welfare organisations and volunteered for several other animal welfare and environmental charities during this period.

### Stephen Bown

Emeritus Professor of Laser Medicine and Surgery and Director of the National Medical Laser Centre at University College London. Stephen is also an Honorary Consultant Gastroenterologist at University College Hospital.

### Harry Cripps

A chemical engineer and chartered environmentalist with 40 years process industry experience, now semi-retired, his engineering and consultancy career has included pollution control, water and waste minimisation, energy optimisation, process integration and development of environmentally sustainable technology.

### John Davies

John is a retired teacher with experience in business. Involved in setting up and running Population Matters' local groups, he works to develop measurable, effective engagement, given the decreasing timescale we have in which to halt environmental degradation.

### Pip Hayes

A semi-retired GP in Devon, Pip was a member of the PM Board previously and has recently rejoined. She is also a board member of the Tamar Faculty of the Royal College of General Practitioners and a non-executive board member of Devon Doctors. She was inspired to join Population Matters after meeting our patron Prof John Guillebaud at a family planning training event.

### Anna Hughes

Anna is a qualified teacher and is currently a director of Flight Free UK, a group which campaigns for a reduction in aviation. She has been involved in the Green Party for many years, gaining experience in the campaigning and environmental sectors. She has appeared in several media interviews, representing Population Matters and speaking about her decision to remain child-free for the sake of the environment.

### Fiona McKenzie

After working in investment banking, Fiona ran her own practice in alternative medicine and facilitated mezzanine financing deals. She has spent the last decade working on human/wildlife conflict resolution projects and is a trustee of the Green World Campaign.

### Terry Murphy

Formerly a Navy Officer, Terry has spent nearly 30 years founding, running and advising businesses and organisations. He brings a business and strategic perspective to the population discussion about which he feels passionately. Having spent many years volunteering with youth and schools, he is dedicated to making the world a better place for future generations.

### Emma Olliff

Emma is an ecologist focusing on farming and its future with regards to increasing population and decreasing biodiversity. She is currently working on a project called RegenerEat which aims to reconnect people with their ecosystem through their food, supporting regenerative agriculture and building resilient, holistic food systems.

### Sara Parkin OBE

Sara is Principal Associate of The Sustainability Literacy Project. She is also co-founder of Forum for the Future, Chair of the Richard Sandbrook Trust, Trustee of the St Andrews Prize and board member of the Carnegie Trust for the Universities of Scotland.

### Ascanio Vitale

Ascanio has volunteered and worked for several environmental organisations including as a climate campaigner for Greenpeace and the World Wildlife Fund. He is a Chief Executive Officer of engineering consulting companies Stop CO2 and Flyzen.

	Date of first appointment	Date of resignation if during the year	No. of Board meetings attended during the year as a Board member
Maggie Avison	15/10/2011	-	3 out of 4
Stephen Bown	07/11/2009	-	3 out of 4
Harry Cripps	07/11/2009	-	4 out of 4
John Davies	10/10/2015	-	4 out of 4
Pip Hayes	06/10/2018	-	2 out of 2
Anna Hughes	06/10/2018	-	2 out of 2
Fiona McKenzie*	17/02/2015	-	3 out of 4
Terry Murphy*	21/10/2017	-	4 out of 4
Emma Olliff	21/10/2017	-	3 out of 4
Sara Parkin	18/06/2019	-	0 out of 0
Ascanio Vitale	10/10/2015	-	4 out of 4

\* Members of the investment committee

### Appointment process

Elections to the Board are held at our Annual General Meeting. The Board has a responsibility in terms of good governance and succession planning to find, qualify and recommend appropriate candidates. The Board seeks candidates with commitment, good judgement and relevant skills who will improve representation of significant socio-demographic segments. However, any guarantor member nominated by another guarantor member can stand for election. Board members may be co-opted during the year, but their appointment must be confirmed at the Annual General Meeting.

### Duration and maximum term

The term of office is a maximum of one year, renewable by appointment at the Annual General Meeting. If the Board recommends a Board member be appointed for a tenth or further consecutive year, then it will seek to justify this decision in the Annual Report. If a Board member stands down for a year and then stands for election, the following year is treated as a first year.

### Skills and recruitment

The Board seeks to encompass those with functional skills and experience relevant to the activities of the Charity, as well as those with a strategic skillset; regularly reviewing Board skills and contributions. It seeks to be diverse as to gender, age, social background and ethnicity but recognises the challenges in achieving this. Recent additions have included those with skills in campaigning and communications, as well as those representing a younger demographic. New Board members are provided with an induction covering the organisation and their responsibilities including company and charity law.

### Conflict of interest and remuneration

Terry Murphy declared a conflict of interest in respect of consultancy input to the strategic plan and absented himself from Board discussions on the subject. He received £1,195 in respect of his consultancy input to the strategic plan. No other Board member has a pecuniary interest in the activities of the organisation. No other Board members are remunerated other than for modest expenses. No other Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.



## STAKEHOLDERS AND STAKEHOLDER ENGAGEMENT

### Public Benefit

The Board confirms that it has complied with the duty in section 17(5) of the Charities Act 2011 to have due regard to public benefit guidance published by the Commission in exercising their powers and duties. The Board believes that the activities of the charity, in education, research and advocacy, insofar as they contribute to the achievement of stable and environmentally sustainable human population levels and thus environmental sustainability, have a clear public benefit and are becoming ever more relevant. The ‘Strategy and Business Model’ (p.13) outlines the strategy employed for meeting our charitable purposes and details of the activities we have undertaken during the last year and the impact they have had can be found in ‘The Year at a Glance’ (p.8&9) and elsewhere throughout this report.

### Operational Team

Our team is comprised of staff and contractors. The following were engaged during the financial year:

**Florence Blondel** - Campaigns and Projects Officer  
**Alistair Currie** – Head of Campaigns and Communications  
**Andrea Holmes** – Administration Coordinator  
**Julie Lewis** – Head of Supporter Services and Compliance  
**Robin Maynard** – Director  
**Rachel Musk** – Supporter Services Coordinator and Editor Supporters’ Magazine  
**Olivia Natar** - Digital and Communications Officer  
**David Samways** – Editor Journal of Population and Sustainability and Research Outreach

Our work also benefitted enormously from the skills and contributions of a number of part-time interns who were paid the London Living Wage.

### Global Support

Although we are a UK-based organisation, we campaign on a vital global issue and we are starting to speak with a truly global voice. 14,000 supporters in 80 different countries now receive our regular updates, helping to broadcast and amplify our message. Our funding reflects our global reach: contributors in some 60 countries give donations and subscriptions to support our work.



© Florence Blondel

### PM’s New President Jonathon Porritt CBE

In October 2018, Jonathon Porritt accepted our invitation to become PM’s new President. Jonathon is currently founder-director of Forum for the Future, the UK’s leading sustainable development charity. He was director of Friends of the Earth between 1984 and 1991 and co-chair of the Green Party between 1980 and 1983. He also chaired the UK Sustainable Development Commission for nine years from its inception in 2000.

Jonathon has a longstanding commitment to the population cause, and has written and spoken regularly on the issue. He has been a patron of Population Matters for more than 10 years, alongside fellow patrons including Sir David Attenborough and Dame Jane Goodall. In 2014, Jonathon worked with our director Robin Maynard on an initiative to encourage major environmental organisations, including WWF and the RSPB, to address population more purposefully.

“I care as passionately about population issues today as I did when I joined the Green Party in 1974. World population at that time was 4 billion; today it is 7.6 billion and it’s on course to reach around 11 billion by the end of the century. These are the inconvenient statistics that the vast majority of politicians, commentators and NGOs continue to ignore – putting at risk everything we need to do to address accelerating climate change, collapsing ecosystems and global injustice the world over.”

Jonathon succeeded Roger Martin, who served as chair of Population Matters from 2008 to 2016, taking up the role as our first President in 2016. Roger’s huge contribution in that period included persuading many of its most high-profile supporters to become patrons. Roger continues to support and advance the charity’s work as a roving ‘Ambassador’.

## Expert Advisory Group Members

A key recommendation arising from the recent review of our strategy and structures was to commit greater resourcing and investment into building the body of experts and advisors that Population Matters can call upon to inform and support its work. Such a body has existed for a number of years in the form of the Advisory Council, but resources have not enabled us to make the optimal use of the time and expertise of its members to date.

With a strengthened operational team in place and stable funding secured, the Board has committed to renewing the Advisory Council in its new, extended form as the Expert Advisory Group (EAG). The purpose and remit of the EAG is to provide a system whereby we can approach individual experts when seeking advice, sometimes urgently, on sensitive and important topics. We are seeking to gain access to expertise across a range of relevant disciplines and the process of inviting members to the group is ongoing. Initial EAG members include those listed below:



### Wendo Aszed

Founder and executive director of Dandelion Africa, a grassroots organisation in Kenya focused on women's health and economic empowerment. A former bank executive, she has dedicated herself to the welfare of women in

rural areas. Founded in 2009, Dandelion Africa provides economic and skills training, health information to youth and is constructing a maternity clinic.

### Professor Ugo Bardi

Ugo Bardi teaches physical chemistry at the University of Florence in Italy and he is also a member of the Club of Rome. He is interested in resource depletion, system dynamics modeling, climate science and renewable energy.

### Dr Rebecca Foljambe

NHS GP with special interest in Family Planning and Women's Health. Founder of You Before Two, a charity steered towards



encouraging and educating young women to consider their own education, safety and autonomy before entering into a serious relationship and/or getting pregnant. Passionate believer in the impact of individuals despite the growing population.

### Martha Campbell PhD

Lecturer at Berkeley School of Public Health (University of California) and Board member of World Health Partners in New Delhi, the Margaret Pyke Trust in London and the African Institute for Development Policy in Nairobi. Previously the director of the population program of the David and Lucile Packard Foundation.

### Patrick Curry PhD

A tutor at the University of Wales Trinity St David and former lecturer at the universities of Bath Spa and Kent, the author of *Ecological Ethics: An Introduction* (Polity, rev edn 2017) and the editor-in-chief of the online journal *The Ecological Citizen*.

### Dr Edu Okon Effiom

Assistant Director with the Nigerian Cross River Forestry Commission where she heads the Reduced Emissions from Deforestation and Forest Degradation and Sustainable Forest Project Unit. Her main focus is on the impact of human activities on biodiversity, capacity building, and policy-making. She serves as a Councillor with the Association of Tropical Biology and Conservation and currently chairs its Africa Chapter.

### Clifford Garrard

Executive Director, Population Institute Canada, and formerly Director of Canada's Foreign Service Middle East Relations Division.

### Graeme Maxton

Graeme writes and speaks on climate change, the economic system and the automotive industry and contributes regularly to a wide range of online and print publications. He is an Advisory Board Member of the UNECE Pathways Project.



**Judy Ling Wong**  
Painter, poet and environmentalist, best known as the Honorary President of Black Environment Network with an international reputation as the pioneer in the field of ethnic participation in the built and natural

environment. She is a major voice on policy towards social inclusion. She pioneered an integrative approach to environmental participation, bringing together social, cultural, environmental and economic concerns.

**Jane O’Sullivan PhD**

Executive Committee Member of Sustainable Population Australia, Honorary Senior Fellow at School of Agriculture and Food Sciences and Faculty of Science (University of Queensland).

**William Ryerson**

Founder and president of the US based Population Media Center, William has worked to promote population stabilisation for four decades, with an emphasis on social change communications.

**Valerie Stevens**

Former Chair of Population Matters and involved in Friends of the Earth for twenty years, five of them as an elected Board member, Valerie has great experience in political campaigning.



**Peter Wadhams ScD**  
Professor of Ocean Physics and Head of the Polar Ocean Physics Group in the Department of Applied Mathematics and Theoretical Physics (University of Cambridge). Peter is the president of the International

Association for the Physical Sciences of the Oceans Commission on Sea Ice and Coordinator for the International Programme for Antarctic Buoys.



**Dr Elizabeth Cripps**  
Senior Lecturer in Political Theory (University of Edinburgh) and the author of *Climate Change and the Moral Agent: Individual Duties in an Interdependent World* (OUP 2013). Elizabeth has published widely on climate ethics

and justice, including collective responsibility and individual duties, population and justice, justice to non-human animals, and parental duties. She completed her first degree at the University of Oxford and her PhD at University College London. She is a former British Academy Postdoctoral Fellow.





## AUDIT, BANKERS AND RISK

### Audit

#### Audit committee

As a relatively small charity an audit is not required and consequently we do not have an audit committee.

An independent examination of the financial statements is undertaken, overseen by our treasurer.

#### Internal audit

We do not believe that a formal internal audit function is required at this stage in our development.

#### Independent examiner

The independent examiner is Keith Hopson FCA of: Findlay, Wetherfield, Scott & Co. 135-137 Station Road, London E4 6AG

The independent examiner is fully independent of the company and its personnel.

We have a longstanding relationship with our independent examiner and believe that as he fully understands our business and operations and has a good working relationship with us, he should continue in this role.

The independent examiner provides limited payroll and other administrative services to the company. These are not of material financial interest to the independent examiner.

### Bankers

#### CAF Bank

25 Kings Hill Avenue, Kings Hill, West Malling ME19 4JQ

#### Triodos Bank

Deanery Road, Bristol BS1 5AS

#### Barclays Bank plc.

Corporate Office, Leicester LE87 2BB

### Risk

#### Risk management

The Board has a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. A review of principal risks is included in the papers of each Board meeting and we maintain a risk register, which is reviewed on a regular basis. As we have strengthened our operational team and so increased the range of activities that we are able to undertake, a working group has undertaken a detailed re-assessment of our risk register, which has resulted in a more granular analysis of individual areas of risk and so of mitigation.

#### Top risks

In common with many charities, the key risks have been identified as failure to demonstrate effectiveness in achieving charitable goals, reputational risk, the loss of key personnel and over-reliance on a small number of significant donations. Action has been taken to reduce the likelihood and impact of these risks.

We have addressed the risk of failure to demonstrate the impact and effectiveness of our work by having a clear strategy and communicating this effectively to our supporters.

Reputational risk has been reduced by the professionalisation of our communications (ensuring clarity, coherence and consistency in our messaging), and the spokespeople representing us. We have reviewed our human resources processes, implementing a more formal appraisal process, helping to ensure that personnel remain motivated and committed.

Maintaining sufficient reserves mitigates against the loss of a major income streams and we are developing a fundraising strategy to diversify income sources.

#### Insurances

Population Matters (PM) holds the following insurances with:

#### CaSE Insurance

Manor House, 19 Church Street, Leatherhead, Surrey KT22 8DN

- Employers' liability
- Public liability
- Products liability
- Legal expenses
- Equipment breakdown
- Trustee indemnity/ Directors and Officers liability

#### Going concern

We are of the opinion that the charity is viable and can be considered a going concern due to reserves well in excess of expected operational requirements, a rising income, predictable and controllable expenditure requirements and robust risk management procedures.

#### Remuneration

There is no remuneration committee or formal executive remuneration policy. The Board reviews the prevailing market rate in determining remuneration.

## FINANCIAL SUMMARY

### Review of Financial Position

Our rising profile, together with the impact of our fundraising activities, is reflected in the continued upward trend in income, which has more than doubled in the last three years. Our expenditure too has risen, as we extend the range and reach of our activities, but we retain ample financial reserves putting us on a sound financial footing to continue to pursue the objectives of our strategic plan.

Total income increased by £211,998 in the year to 30 June 2019 and expenditure increased by £86,357, resulting in a surplus of £273,517, compared to a surplus of £147,876 in the previous year. However, a single legacy of £220,000, of which we have been notified but which has not yet been received, accounts for the majority of the surplus for the year.

Total reserves increased as a result of the surplus generated in the year, rising from £683,804 at 30 June 2018 to £957,321 at 30 June 2019. Unrestricted reserves at the year-end amounted to £906,467, considerably in excess of the minimum level required by the charity's reserves policy, although as noted above this figure includes a single legacy of £220,000 that has yet to be received.

### Income and Expenditure

Income increased year on year by £211,998 (37%) to £788,938, with legacy income and one-off donations continuing to play a significant role. Legacies alone accounted for more than 50% of the year's income, although as noted above £220,000 of the legacy income included in the statement of financial activities has yet to be received. Our donor base has continued to grow both numerically and geographically, with contributions coming from supporters in some 60 countries, whilst our fundraising activities have focused on diversifying our income streams with campaigns-focused appeals and increased targeting of grant-making trusts.

Expenditure increased overall by £86,357 (20%) to £515,421. Spending has been allocated to the three principal areas of campaigning, raising awareness and research, all of which rose during the year; increased expenditure on communications, both through the website and other channels, together with a more high-profile conference, have all contributed to raising awareness, as well as supporting the specific Anthropocene, Sustainable Population Policy and World Population Day campaigns. Staffing costs have risen too, as the operational

team has grown and expenditure on research has almost doubled, reflecting the increased professionalism of, and focus on, the Journal of Population and Sustainability.

### Reserves and Investments

#### Reserves

The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of risks manifesting. We hold sufficient reserves to protect our operations from the consequences of a range of identified risks and to provide funds to take advantage of opportunities.

The desired minimum level of unrestricted reserves is currently set at £280,000. At the year-end, unrestricted reserves were £906,467, £626,467 in excess of the minimum required level. However, £220,000 of this represents a legacy that has been recognised in accordance with generally accepted accounting principles, but has not yet been received. Excluding this amount, unrestricted reserves at the year-end amounted to £686,467, £406,467 in excess of the minimum amount required by the agreed reserves policy. The trustees have approved the use of some of these excess reserves in the forthcoming year to advance the charity's strategic aims and plan to run a deficit in the year 2019/20.

#### Investments

We hold an investment of £100,000 in a CAF Socially Responsible Portfolio with:

#### F&C Fund Management Limited

Exchange House  
Primrose Street  
London EC2A 2NY

We also have cash funds spread across a number of deposit-taking institutions. During the year, we opened an account with Triodos Bank, with more of our cash funds now held with Triodos than with any other financial institution. The investment objective is to provide the best overall return for our funds consistent with an acceptable level of risk and protect the real value of our reserves. Our investment policy is available on request and addresses risk, asset allocation, liquidity requirements, time requirements and ethical considerations. At the year-end, the market value of these investments was £150,077, an increase of £6,160 (4%) on the opening value of £143,917 and an increase of £50,077 (50 %) on the original investment.

## Statement of Financial Activities for the Year Ended 30 June 2019

Notes and further information are included in the full financial statements, which are available on request.

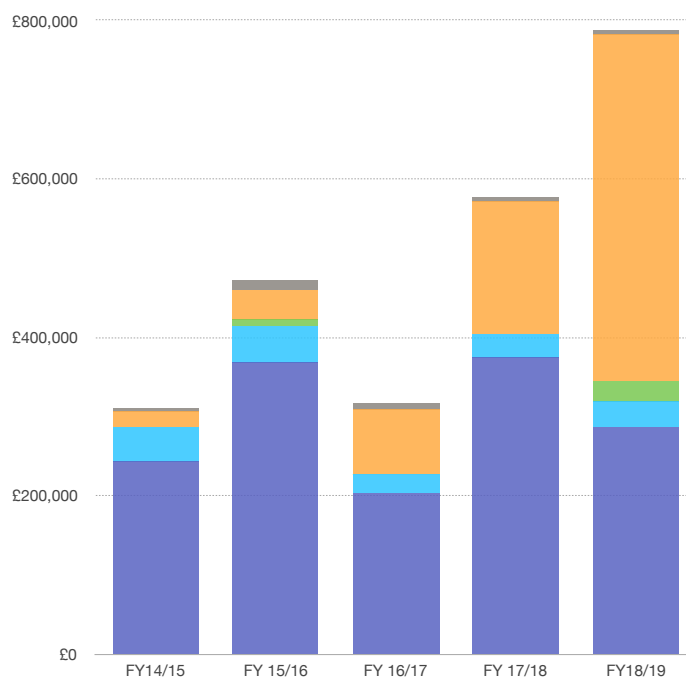
	Unrestricted funds (£)	Restricted funds (£)	2019 Total funds (£)	2018 Total funds (£)
<b>INCOME FROM</b>				
Donations	256,303	30,705	287,008	373,921
Gift aid	25,439	5,410	30,849	30,556
Grants	26,776	-	26,776	-
Legacies	437,784	-	437,784	166,788
Other trading activities	1,164	-	1,164	848
Investment income	5,357	-	5,357	4,827
<b>Total</b>	<b>752,823</b>	<b>36,115</b>	<b>788,938</b>	<b>576,940</b>
<b>EXPENDITURE ON</b>				
Raising funds	60,889	-	60,889	78,633
Campaigning	136,277	29,585	165,862	147,828
Raising awareness	246,908	12,056	258,964	186,678
Research	20,065	9,641	29,706	15,925
<b>Total</b>	<b>464,139</b>	<b>51,282</b>	<b>515,421</b>	<b>429,064</b>
<b>NET INCOME (EXPENDITURE)</b>	<b>288,684</b>	<b>(15,167)</b>	<b>273,517</b>	<b>147,876</b>
<b>RECONCILIATION OF FUNDS</b>				
Total funds brought forward	617,783	66,021	683,804	535,928
<b>Total funds carried forward</b>	<b>906,467</b>	<b>50,854</b>	<b>957,321</b>	<b>683,804</b>

### Income breakdown

**Our rising profile, together with the impact of our fundraising activities, is reflected in the continued upward trend in income.**

We are grateful to the increasing range of donors and trusts that choose to support our vital work.

- Donations
- Gift Aid
- Grants
- Legacies
- Other





## Balance Sheet at 30th June 2019

Notes and further information are included in the full financial statements, which are available on request.

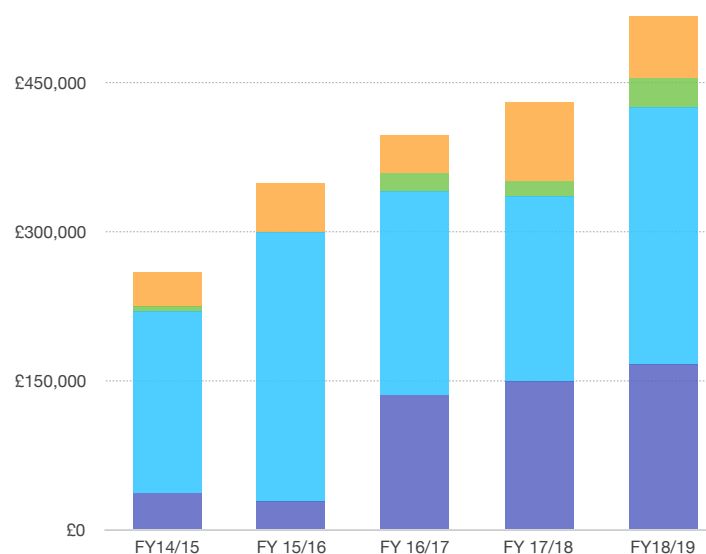
	Unrestricted funds (£)	Restricted funds (£)	2019 Total funds (£)	2018 Total funds (£)
<b>FIXED ASSETS</b>				
Intangible assets	24,391	-	24,391	163
Tangible assets	1,342	-	1,342	967
	<b>25,733</b>	<b>-</b>	<b>25,733</b>	<b>1,130</b>
<b>CURRENT ASSETS</b>				
Debtors	256,425	2,450	258,875	169,390
Investments	100,000	-	100,000	100,000
Cash at bank	552,858	48,404	601,262	447,485
	<b>909,283</b>	<b>50,854</b>	<b>960,137</b>	<b>716,875</b>
<b>CREDITORS</b>				
Amounts falling due within one year	(28,549)	-	(28,549)	(34,201)
	<b>880,734</b>	<b>50,854</b>	<b>931,588</b>	<b>682,674</b>
<b>NET CURRENT ASSETS</b>				
	<b>880,734</b>	<b>50,854</b>	<b>931,588</b>	<b>682,674</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>				
	<b>880,734</b>	<b>50,854</b>	<b>931,588</b>	<b>682,674</b>
<b>NET ASSETS</b>				
	<b>906,467</b>	<b>50,854</b>	<b>957,321</b>	<b>683,804</b>
<b>FUNDS</b>				
Unrestricted funds			906,467	617,783
Restricted funds			50,854	66,021
<b>TOTAL FUNDS</b>			<b>957,321</b>	<b>683,804</b>

## Expenditure breakdown

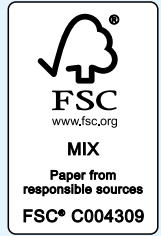
**Our expenditure has risen as we extend the range and reach of our activities.**

Raising awareness of the link between population and the sustainability agenda is at the heart of everything we do, underpinning all of our activities but at the same time we are developing and funding increasingly targeted campaign actions and ensuring that we have a robust, evidenced-based approach supported by research.

- Campaigning
- Raising awareness
- Research
- Fundraising



# Top 5 solutions to climate change



Designed by D8, d8.uk



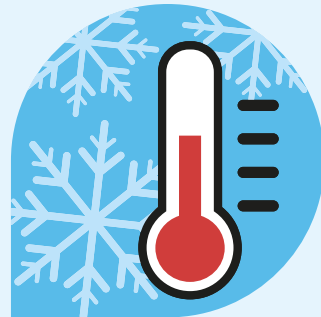
102.96\*

**Women's Empowerment**  
(FAMILY PLANNING & EDUCATING GIRLS)



98.7

**Wind Turbines**



89.74

**Refrigerant Management**



70.53

**Reduced Food Waste**



66.11

**Plant-rich Diet**

\*CO<sub>2</sub>-equivalent reduction by 2050 (GT)

Source: Project Drawdown, 2017

[populationmatters.org](http://populationmatters.org)

Produced by Population Matters, 135-137 Station Road, London E4 6AG



TM

**Every choice counts**

Illustration by Miller Design

**REGISTERED COMPANY NUMBER: 03019081 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1114109**

**REPORT OF THE TRUSTEES AND**  
**FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH JUNE 2019**  
**FOR**  
**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**CONTENTS OF THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

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**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

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 year ended 30th June 2019. 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 (FRS 102) (effective 1 January 2015).

**OBJECTIVES AND ACTIVITIES**

**Aims and objectives**

We campaign, inform, undertake research and do all we can to encourage an open, fair-minded and constructive debate about population. We aim to create a level of public awareness and policy action on overpopulation and unsustainable consumption equivalent to, or exceeding, that achieved for climate change.

We promote positive, practical, ethical solutions – encouraging smaller families, inspiring people to consume sustainably, with the aim of enabling everyone to enjoy a decent quality of life whilst respecting and sustaining the natural ecosystems upon which all life on earth depends.

We empower choice. In a world of finite resources our reproductive and consumption choices are critical for achieving that vision of humanity in harmony with nature, prospering on a healthy planet.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Structure, governance and management**

Optimum Population Trust is a company limited by guarantee and a registered charity. The charity is controlled by its governing document and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Our approach to governance is set out below and in our Annual report. Elections to the Board are held annually at our Annual General Meeting. The Board has a responsibility in terms of good governance and succession planning to find, qualify and recommend appropriate candidates. The Board seeks candidates with commitment, good judgement and relevant skills who will improve representation of significant socio-demographic segments. However, any guarantor member nominated by another guarantor member can stand for election. Board members may be co-opted during the year, but their appointment must be confirmed by the Annual General Meeting.

New Board members are provided with an induction covering the organization and their responsibilities, including company and charity law.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

03019081 (England and Wales)

**Registered Charity number**

1114109

**Registered office**

135-137 Station Road  
London E4 6AG

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Trustees – in order of appointment**

H.R. Cripps  
S.G. Bown  
M. Avison  
F.J. McKenzie  
A. Vitale  
J.E. Davies  
E.D. Olliff  
T.M. Murphy (Chair)  
P.A. Hayes - appointed 6/10/2018  
A.V. Hughes - appointed 17/11/2018  
S.L. Parkin - appointed 18/6/2019

**Independent examiner**

Findlay, Wetherfield, Scott & Co.  
Chartered Accountants  
135-137 Station Road  
London E4 6AG

**Bankers**

CAF Bank  
25 Kings Hill Avenue  
Kings Hill, West Malling  
Kent ME19 4JQ

Triodos Bank  
Deanery Road  
Bristol BS1 5AS

Barclays Bank plc.  
Corporate Office  
Leicester LE87 2BB

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 26 October 2019 and signed on its behalf by:



.....  
T.M. Murphy (Chair) - Trustee



**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
OPTIMUM POPULATION TRUST  
KNOWN AS POPULATION MATTERS**

**Independent examiner's report to the trustees of Optimum Population Trust Known as Population Matters ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30th June 2019.

**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 registered member of 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

Keith Hopson FCA  
Institute of Chartered Accountants in England and Wales  
Findlay, Wetherfield, Scott & Co.  
Chartered Accountants  
135-137 Station Road  
London E4 6AG

Date: .....

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

	Notes	Unrestricted funds £	Restricted funds £	2019 Total funds £	2018 Total funds £
<b>INCOME FROM</b>					
Donations and legacies	2	746,302	36,115	782,417	571,265
Other trading activities	3	1,164	-	1,164	848
Investment income	4	<u>5,357</u>	<u>-</u>	<u>5,357</u>	<u>4,827</u>
<b>Total</b>		752,823	36,115	788,938	576,940
<b>EXPENDITURE ON</b>					
Raising funds	5	60,889	-	60,889	78,633
<b>Charitable activities</b>					
Campaigning	6	136,277	29,585	165,862	147,828
Raising awareness		246,908	12,056	258,964	186,678
Research		<u>20,065</u>	<u>9,641</u>	<u>29,706</u>	<u>15,925</u>
<b>Total</b>		464,139	51,282	515,421	429,064
<b>NET INCOME/(EXPENDITURE)</b>		288,684	(15,167)	273,517	147,876
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		617,783	66,021	683,804	535,928
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>906,467</u>	<u>50,854</u>	<u>957,321</u>	<u>683,804</u>

**CONTINUING OPERATIONS**

All income and expenditure has arisen from continuing activities.

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**BALANCE SHEET**  
**AT 30TH JUNE 2019**

	Notes	Unrestricted funds £	Restricted funds £	2019 Total funds £	2018 Total funds £
<b>FIXED ASSETS</b>					
Intangible assets	12	24,391	-	24,391	163
Tangible assets	13	<u>1,342</u>	<u>-</u>	<u>1,342</u>	<u>967</u>
		25,733	-	25,733	1,130
<b>CURRENT ASSETS</b>					
Debtors	14	256,425	2,450	258,875	169,390
Investments	15	100,000	-	100,000	100,000
Cash at bank		<u>552,858</u>	<u>48,404</u>	<u>601,262</u>	<u>447,485</u>
		909,283	50,854	960,137	716,875
<b>CREDITORS</b>					
Amounts falling due within one year	16	<u>(28,549)</u>	<u>-</u>	<u>(28,549)</u>	<u>(34,201)</u>
<b>NET CURRENT ASSETS</b>		<u>880,734</u>	<u>50,854</u>	<u>931,588</u>	<u>682,674</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>880,734</u>	<u>50,854</u>	<u>957,321</u>	<u>683,804</u>
<b>NET ASSETS</b>		<u>906,467</u>	<u>50,854</u>	<u>957,321</u>	<u>683,804</u>
<b>FUNDS</b>					
Unrestricted funds	17			906,467	617,783
Restricted funds				<u>50,854</u>	<u>66,021</u>
<b>TOTAL FUNDS</b>				<u>957,321</u>	<u>683,804</u>

The notes form part of these financial statements

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**BALANCE SHEET - CONTINUED**  
**AT 30TH JUNE 2019**

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th June 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th June 2019 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 special provisions of Part 15 of the Companies Act 2006 relating to charitable small companies.

The financial statements were approved by the Board of Trustees on 26 October 2019 and signed on its behalf by:

A handwritten signature in black ink, appearing to be 'T.M. Murphy', written over a light blue horizontal line.

.....  
T.M. Murphy (Chair) -Trustee



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**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 2015)', 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.

**Financial reporting standard 102 - reduced disclosure exemptions**

The charity has taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

**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.

**Allocation and apportionment of costs**

Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute directly to more than one activity are apportioned between those activities. Support costs which are not attributable to a single activity are apportioned between the activities being supported. Further detail on the basis of allocation of support costs can be found in note 7.

**Domain names**

Domain names are being amortised over their estimated useful life of 4 years.

**Trademarks**

Trademarks are being amortised over their registered period of 10 years.

**Website costs**

Website development costs are being amortised over their estimated useful life of 2 years.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment - 20% on cost

**Taxation**

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

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**1. ACCOUNTING POLICIES - continued**

**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.

**Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**2. DONATIONS AND LEGACIES**

	<b>2019</b>	<b>2018</b>
	£	£
Donations	287,008	373,921
Gift aid tax	30,849	30,556
Grants	26,776	-
Legacies	<u>437,784</u>	<u>166,788</u>
	<u>782,417</u>	<u>571,265</u>

**3. OTHER TRADING ACTIVITIES**

	<b>2019</b>	<b>2018</b>
	£	£
Sales	<u>1,164</u>	<u>848</u>

**4. INVESTMENT INCOME**

	<b>2019</b>	<b>2018</b>
	£	£
Investment fund distributions	2,904	2,727
Deposit account interest	<u>2,453</u>	<u>2,100</u>
	<u>5,357</u>	<u>4,827</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**5. RAISING FUNDS**

	<b>2019</b>	<b>2018</b>
	£	£
Direct	16,089	41,864
Events	4,245	2,274
Advertising, promotion and website	9,168	3,928
Support costs	<u>31,387</u>	<u>30,567</u>
	<u><u>60,889</u></u>	<u><u>78,633</u></u>

**6. CHARITABLE ACTIVITIES COSTS**

Activity or programme	Activities undertaken directly £	Support costs £	Total £
Campaigning	109,057	56,805	165,862
Raising awareness	147,933	111,031	258,964
Research	<u>19,532</u>	<u>10,174</u>	<u>29,706</u>
Total	<u><u>276,522</u></u>	<u><u>178,010</u></u>	<u><u>454,532</u></u>

**7. SUPPORT COSTS**

Support cost	Raising funds £	Advocacy £	Education £	Research £	Total £	Basis of allocation
Governance	0	18,912	25,654	3,387	47,953	1
Membership & finance	22,652	0	33,977	0	56,629	2
Website & IT	3,071	13,321	18,069	2,386	36,847	1
Other personnel related costs	3,394	14,722	19,970	2,637	40,723	1
Office costs	494	2,145	2,909	384	5,932	1
Other	<u>1,776</u>	<u>7,705</u>	<u>10,452</u>	<u>1,380</u>	<u>21,313</u>	1
Total	<u><u>31,387</u></u>	<u><u>56,805</u></u>	<u><u>111,031</u></u>	<u><u>10,174</u></u>	<u><u>209,397</u></u>	

1. These costs, which are not directly attributable to a single activity, have been allocated to the various activities based on the relative levels of total directly attributable costs.

2. These costs, which are not directly attributable to a single activity, are allocated to the various activities in proportion to the amount of time spent by the Head of Supporter Services in each area, based on available timesheet information.

**8. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	<b>2019</b>	<b>2018</b>
	£	£
Depreciation - owned assets	653	396
Trademarks amortisation	86	87
Website costs amortisation	<u><u>12,158</u></u>	<u><u>-</u></u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**9. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 30th June 2019 nor for the year ended 30th June 2018.

T. M. Murphy received £1,195 in respect of his consultancy input to the strategic plan. No other Board member has a pecuniary interest in the activities of the organisation. No other Board members are remunerated other than for modest expenses. No other Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

**Trustees' expenses**

	<b>2019</b>	<b>2018</b>
	£	£
Trustees' expenses	<u>2,574</u>	<u>2,365</u>

**10. STAFF COSTS**

	<b>2019</b>	<b>2018</b>
	£	£
Wages and salaries	139,572	74,860
Social security costs	11,449	3,904
Other pension costs	<u>7,207</u>	<u>2,937</u>
	<u>158,228</u>	<u>81,701</u>

The average monthly number of employees during the year was as follows:

<b>2019</b>	<b>2018</b>
<u>4</u>	<u>4</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>2019</b>	<b>2018</b>
£60,001 - £70,000	<u>1</u>	<u>-</u>

The charity carries out its operations by engaging a mix of full time and part time staff, self-employed contractors, interns and volunteers. The current Director was engaged on a self-employed contractor basis throughout much of 2018 until he was made a permanent employee during that year. Consequently, much of his costs for services provided in the previous year are not included within staff costs.



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

<b>2018</b>	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	502,631	68,634	571,265
Other trading activities	848	-	848
Investment income	<u>4,827</u>	<u>-</u>	<u>4,827</u>
<b>Total</b>	508,306	68,634	576,940
<b>EXPENDITURE ON</b>			
Raising funds	71,099	7,534	78,633
<b>Charitable activities</b>			
Campaigning	143,205	4,623	147,828
Raising awareness	154,206	32,472	186,678
Research	<u>15,925</u>	<u>-</u>	<u>15,925</u>
<b>Total</b>	384,435	44,629	429,064
<b>NET INCOME/(EXPENDITURE)</b>	123,871	24,005	147,876
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>	493,912	42,016	535,928
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>617,783</u>	<u>66,021</u>	<u>683,804</u>

**12. INTANGIBLE FIXED ASSETS**

	Domain names £	Trademarks £	Website costs £	Totals £
<b>COST</b>				
At 1st July 2018	4,000	875	37,087	41,962
Additions	-	-	36,472	36,472
Disposals	<u>-</u>	<u>-</u>	<u>(37,087)</u>	<u>(37,087)</u>
At 30th June 2019	<u>4,000</u>	<u>875</u>	<u>36,472</u>	<u>41,347</u>
<b>AMORTISATION</b>				
At 1st July 2018	3,999	714	37,086	41,799
Charge for year	-	86	12,158	12,244
Eliminated on disposal	<u>-</u>	<u>-</u>	<u>(37,087)</u>	<u>(37,087)</u>
At 30th June 2019	<u>3,999</u>	<u>800</u>	<u>12,157</u>	<u>16,956</u>
<b>NET BOOK VALUE</b>				
At 30th June 2019	<u>1</u>	<u>75</u>	<u>24,315</u>	<u>24,391</u>
At 30th June 2018	<u>1</u>	<u>161</u>	<u>1</u>	<u>163</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**13. TANGIBLE FIXED ASSETS**

	Office equipment £
<b>COST</b>	
At 1st July 2018	4,343
Additions	<u>1,028</u>
At 30th June 2019	<u>5,371</u>
<b>DEPRECIATION</b>	
At 1st July 2018	3,376
Charge for year	<u>653</u>
At 30th June 2019	<u>4,029</u>
<b>NET BOOK VALUE</b>	
At 30th June 2019	<u>1,342</u>
At 30th June 2018	<u>967</u>

**14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2019</b>	<b>2018</b>
	£	£
Gift aid debtors	30,203	21,694
Legacies accrued	222,450	143,038
Prepayments	<u>6,222</u>	<u>4,658</u>
	<u>258,875</u>	<u>169,390</u>

**15. CURRENT ASSET INVESTMENTS**

	<b>2019</b>	<b>2018</b>
	£	£
Listed investments	<u>100,000</u>	<u>100,000</u>

The market valuation of the investments at the balance sheet date was £150,077 (previous year - £143,917).

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

	<b>2019</b>	<b>2018</b>
	£	£
Social security and other taxes	-	2,017
Owed to suppliers	22,142	25,752
Accrued expenses	<u>6,407</u>	<u>6,432</u>
	<u>28,549</u>	<u>34,201</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**17. MOVEMENT IN FUNDS**

	<b>At 1.7.18</b>	Net movement in funds	<b>At 30.6.19</b>
	£	£	£
<b>Unrestricted funds</b>			
General fund	617,783	288,684	906,467
<b>Restricted funds</b>			
Empower to Plan	27,508	(1,583)	25,925
Education Project	812	(812)	-
Advertising Appeal Fund	3,997	(2,150)	1,847
Campaign Video	15,282	(5,887)	9,395
Sustainable Population Policy	18,422	(18,422)	-
World Population Day	-	13,687	13,687
	66,021	(15,167)	50,854
<b>TOTAL FUNDS</b>	<u>683,804</u>	<u>273,517</u>	<u>957,321</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	752,823	(464,139)	288,684
<b>Restricted funds</b>			
Empower to Plan	11,762	(13,345)	(1,583)
Education Project	-	(812)	(812)
Advertising Appeal Fund	-	(2,150)	(2,150)
Campaign Video	-	(5,887)	(5,887)
Sustainable Population Policy	960	(19,382)	(18,422)
World Population Day	23,393	(9,706)	13,687
	36,115	(51,282)	(15,167)
<b>TOTAL FUNDS</b>	<u>788,938</u>	<u>(515,421)</u>	<u>273,517</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**17. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	<b>At 1.7.17</b>	Net movement in funds	<b>At 30.6.18</b>
	£	£	£
<b>Unrestricted Funds</b>			
General fund	493,912	123,871	617,783
<b>Restricted Funds</b>			
Empower to Plan	17,161	10,347	27,508
Education Project	1,351	(539)	812
Advertising Appeal Fund	-	3,997	3,997
Urban Crisis Publication	6,000	(6,000)	-
Campaign Video	17,504	(2,222)	15,282
Sustainable Population Policy	-	<u>18,422</u>	<u>18,422</u>
	42,016	24,005	66,021
	<u>535,928</u>	<u>147,876</u>	<u>683,804</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	508,306	(384,435)	123,871
<b>Restricted funds</b>			
Empower to Plan	19,381	(9,034)	10,347
Advertising Appeal Fund	6,642	(2,645)	3,997
Campaign Video	1	(2,223)	(2,222)
Anthropocene	7,788	(7,788)	-
Sustainable Population Policy	34,822	(16,400)	18,422
Education Project	-	(539)	(539)
Urban Crisis Publication	-	<u>(6,000)</u>	<u>(6,000)</u>
	68,634	(44,629)	24,005
	<u>576,940</u>	<u>(429,064)</u>	<u>147,876</u>



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**17. MOVEMENT IN FUNDS - continued**

A current year 12 months and prior year 12 months combined position is as follows:

	<b>At 1.7.17</b>	Net movement in funds	<b>At 30.6.19</b>
	£	£	£
<b>Unrestricted funds</b>			
General fund	493,912	412,555	906,467
<b>Restricted funds</b>			
Empower to Plan	17,161	8,764	25,925
Education Project	1,351	(1,351)	-
Advertising Appeal Fund	-	1,847	1,847
Urban Crisis Publication	6,000	(6,000)	-
Campaign Video	17,504	(8,109)	9,395
World Population Day	-	13,687	13,687
	<u>42,016</u>	<u>8,838</u>	<u>50,854</u>
<b>TOTAL FUNDS</b>	<u>535,928</u>	<u>421,393</u>	<u>957,321</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	1,261,129	(848,574)	412,555
<b>Restricted funds</b>			
Empower to Plan	31,143	(22,379)	8,764
Advertising Appeal Fund	6,642	(4,795)	1,847
Campaign Video	1	(8,110)	(8,109)
Anthropocene	7,788	(7,788)	-
Sustainable Population Policy	35,782	(35,782)	-
World Population Day	23,393	(9,706)	13,687
Education Project	-	(1,351)	(1,351)
Urban Crisis Publication	-	(6,000)	(6,000)
	<u>104,749</u>	<u>(95,911)</u>	<u>8,838</u>
<b>TOTAL FUNDS</b>	<u>1,365,878</u>	<u>(944,485)</u>	<u>421,393</u>

**18. RELATED PARTY DISCLOSURES**

T. M. Murphy received £1,195 in respect of his consultancy input to the strategic plan. There were no other related party transactions for the year ended 30th June 2019.

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

	<b>2019</b>	<b>2018</b>
	£	£
<b>INCOME</b>		
<b>Donations and legacies</b>		
Donations	287,008	373,921
Gift aid tax	30,849	30,556
Grants	26,776	-
Legacies	437,784	166,788
Sales	1,164	848
Investment fund distributions	2,904	2,727
Deposit account interest	<u>2,453</u>	<u>2,100</u>
<b>Total incoming resources</b>	<b>788,938</b>	<b>576,940</b>
<b>EXPENDITURE</b>		
Advertising and PR	24,005	13,486
Campaign costs	17,270	17,286
Events	21,773	11,588
Promotional materials	14,924	6,489
Publications	9,255	18,924
Website & IT	61,849	40,654
AGM & Board meetings	2,276	2,494
Trustee expenses	2,327	1,678
Professional fees	6,348	7,633
Other governance	21,986	9,709
Staff	156,306	81,701
Interns & contractors	121,803	149,704
Travel & meetings	14,914	12,736
Fundraising	16,089	41,864
Grants	8,255	1,500
Office costs	5,933	6,555
Other	<u>10,107</u>	<u>5,063</u>
<b>Total resources expended</b>	<b>515,421</b>	<b>429,064</b>
<b>NET INCOME/(EXPENDITURE)</b>	<b>273,517</b>	<b>147,876</b>

**REGISTERED COMPANY NUMBER: 03019081 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1114109**

**REPORT OF THE TRUSTEES AND**  
**FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH JUNE 2019**  
**FOR**  
**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

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**FOR THE YEAR ENDED 30TH JUNE 2019**

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**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

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 year ended 30th June 2019. 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 (FRS 102) (effective 1 January 2015).

**OBJECTIVES AND ACTIVITIES**

**Aims and objectives**

We campaign, inform, undertake research and do all we can to encourage an open, fair-minded and constructive debate about population. We aim to create a level of public awareness and policy action on overpopulation and unsustainable consumption equivalent to, or exceeding, that achieved for climate change.

We promote positive, practical, ethical solutions – encouraging smaller families, inspiring people to consume sustainably, with the aim of enabling everyone to enjoy a decent quality of life whilst respecting and sustaining the natural ecosystems upon which all life on earth depends.

We empower choice. In a world of finite resources our reproductive and consumption choices are critical for achieving that vision of humanity in harmony with nature, prospering on a healthy planet.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Structure, governance and management**

Optimum Population Trust is a company limited by guarantee and a registered charity. The charity is controlled by its governing document and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Our approach to governance is set out below and in our Annual report. Elections to the Board are held annually at our Annual General Meeting. The Board has a responsibility in terms of good governance and succession planning to find, qualify and recommend appropriate candidates. The Board seeks candidates with commitment, good judgement and relevant skills who will improve representation of significant socio-demographic segments. However, any guarantor member nominated by another guarantor member can stand for election. Board members may be co-opted during the year, but their appointment must be confirmed by the Annual General Meeting.

New Board members are provided with an induction covering the organization and their responsibilities, including company and charity law.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

03019081 (England and Wales)

**Registered Charity number**

1114109

**Registered office**

135-137 Station Road  
London E4 6AG

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Trustees – in order of appointment**

H.R. Cripps  
S.G. Bown  
M. Avison  
F.J. McKenzie  
A. Vitale  
J.E. Davies  
E.D. Olliff  
T.M. Murphy (Chair)  
P.A. Hayes - appointed 6/10/2018  
A.V. Hughes - appointed 17/11/2018  
S.L. Parkin - appointed 18/6/2019

**Independent examiner**

Findlay, Wetherfield, Scott & Co.  
Chartered Accountants  
135-137 Station Road  
London E4 6AG

**Bankers**

CAF Bank  
25 Kings Hill Avenue  
Kings Hill, West Malling  
Kent ME19 4JQ

Triodos Bank  
Deanery Road  
Bristol BS1 5AS

Barclays Bank plc.  
Corporate Office  
Leicester LE87 2BB

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 26 October 2019 and signed on its behalf by:



.....  
T.M. Murphy (Chair) - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
OPTIMUM POPULATION TRUST  
KNOWN AS POPULATION MATTERS**

**Independent examiner's report to the trustees of Optimum Population Trust Known as Population Matters ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30th June 2019.

**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 registered member of 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

Keith Hopson FCA  
Institute of Chartered Accountants in England and Wales  
Findlay, Wetherfield, Scott & Co.  
Chartered Accountants  
135-137 Station Road  
London E4 6AG

Date: .....

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

	Notes	Unrestricted funds £	Restricted funds £	2019 Total funds £	2018 Total funds £
<b>INCOME FROM</b>					
Donations and legacies	2	746,302	36,115	782,417	571,265
Other trading activities	3	1,164	-	1,164	848
Investment income	4	<u>5,357</u>	<u>-</u>	<u>5,357</u>	<u>4,827</u>
<b>Total</b>		752,823	36,115	788,938	576,940
<b>EXPENDITURE ON</b>					
Raising funds	5	60,889	-	60,889	78,633
<b>Charitable activities</b>					
Campaigning	6	136,277	29,585	165,862	147,828
Raising awareness		246,908	12,056	258,964	186,678
Research		<u>20,065</u>	<u>9,641</u>	<u>29,706</u>	<u>15,925</u>
<b>Total</b>		464,139	51,282	515,421	429,064
<b>NET INCOME/(EXPENDITURE)</b>		288,684	(15,167)	273,517	147,876
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		617,783	66,021	683,804	535,928
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>906,467</u>	<u>50,854</u>	<u>957,321</u>	<u>683,804</u>

**CONTINUING OPERATIONS**

All income and expenditure has arisen from continuing activities.

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**BALANCE SHEET**  
**AT 30TH JUNE 2019**

	Notes	Unrestricted funds £	Restricted funds £	2019 Total funds £	2018 Total funds £
<b>FIXED ASSETS</b>					
Intangible assets	12	24,391	-	24,391	163
Tangible assets	13	<u>1,342</u>	<u>-</u>	<u>1,342</u>	<u>967</u>
		25,733	-	25,733	1,130
<b>CURRENT ASSETS</b>					
Debtors	14	256,425	2,450	258,875	169,390
Investments	15	100,000	-	100,000	100,000
Cash at bank		<u>552,858</u>	<u>48,404</u>	<u>601,262</u>	<u>447,485</u>
		909,283	50,854	960,137	716,875
<b>CREDITORS</b>					
Amounts falling due within one year	16	<u>(28,549)</u>	<u>-</u>	<u>(28,549)</u>	<u>(34,201)</u>
<b>NET CURRENT ASSETS</b>		<u>880,734</u>	<u>50,854</u>	<u>931,588</u>	<u>682,674</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>880,734</u>	<u>50,854</u>	<u>957,321</u>	<u>683,804</u>
<b>NET ASSETS</b>		<u>906,467</u>	<u>50,854</u>	<u>957,321</u>	<u>683,804</u>
<b>FUNDS</b>					
Unrestricted funds	17			906,467	617,783
Restricted funds				<u>50,854</u>	<u>66,021</u>
<b>TOTAL FUNDS</b>				<u>957,321</u>	<u>683,804</u>

The notes form part of these financial statements



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**BALANCE SHEET - CONTINUED**  
**AT 30TH JUNE 2019**

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th June 2019.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th June 2019 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 special provisions of Part 15 of the Companies Act 2006 relating to charitable small companies.

The financial statements were approved by the Board of Trustees on 26 October 2019 and signed on its behalf by:

A handwritten signature in black ink, appearing to read 'T.M. Murphy', is written over a light blue horizontal line.

.....  
T.M. Murphy (Chair) -Trustee

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**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 2015)', 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.

**Financial reporting standard 102 - reduced disclosure exemptions**

The charity has taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows.

**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.

**Allocation and apportionment of costs**

Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute directly to more than one activity are apportioned between those activities. Support costs which are not attributable to a single activity are apportioned between the activities being supported. Further detail on the basis of allocation of support costs can be found in note 7.

**Domain names**

Domain names are being amortised over their estimated useful life of 4 years.

**Trademarks**

Trademarks are being amortised over their registered period of 10 years.

**Website costs**

Website development costs are being amortised over their estimated useful life of 2 years.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment - 20% on cost

**Taxation**

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

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**1. ACCOUNTING POLICIES - continued**

**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.

**Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

**2. DONATIONS AND LEGACIES**

	<b>2019</b>	<b>2018</b>
	£	£
Donations	287,008	373,921
Gift aid tax	30,849	30,556
Grants	26,776	-
Legacies	<u>437,784</u>	<u>166,788</u>
	<u>782,417</u>	<u>571,265</u>

**3. OTHER TRADING ACTIVITIES**

	<b>2019</b>	<b>2018</b>
	£	£
Sales	<u>1,164</u>	<u>848</u>

**4. INVESTMENT INCOME**

	<b>2019</b>	<b>2018</b>
	£	£
Investment fund distributions	2,904	2,727
Deposit account interest	<u>2,453</u>	<u>2,100</u>
	<u>5,357</u>	<u>4,827</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**5. RAISING FUNDS**

	<b>2019</b>	<b>2018</b>
	£	£
Direct	16,089	41,864
Events	4,245	2,274
Advertising, promotion and website	9,168	3,928
Support costs	<u>31,387</u>	<u>30,567</u>
	<u><u>60,889</u></u>	<u><u>78,633</u></u>

**6. CHARITABLE ACTIVITIES COSTS**

Activity or programme	Activities undertaken directly	Support costs	Total
	£	£	£
Campaigning	109,057	56,805	165,862
Raising awareness	147,933	111,031	258,964
Research	<u>19,532</u>	<u>10,174</u>	<u>29,706</u>
Total	<u><u>276,522</u></u>	<u><u>178,010</u></u>	<u><u>454,532</u></u>

**7. SUPPORT COSTS**

Support cost	Raising funds	Advocacy	Education	Research	Total	Basis of allocation
	£	£	£	£	£	
Governance	0	18,912	25,654	3,387	47,953	1
Membership & finance	22,652	0	33,977	0	56,629	2
Website & IT	3,071	13,321	18,069	2,386	36,847	1
Other personnel related costs	3,394	14,722	19,970	2,637	40,723	1
Office costs	494	2,145	2,909	384	5,932	1
Other	<u>1,776</u>	<u>7,705</u>	<u>10,452</u>	<u>1,380</u>	<u>21,313</u>	1
Total	<u><u>31,387</u></u>	<u><u>56,805</u></u>	<u><u>111,031</u></u>	<u><u>10,174</u></u>	<u><u>209,397</u></u>	

1. These costs, which are not directly attributable to a single activity, have been allocated to the various activities based on the relative levels of total directly attributable costs.

2. These costs, which are not directly attributable to a single activity, are allocated to the various activities in proportion to the amount of time spent by the Head of Supporter Services in each area, based on available timesheet information.

**8. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	<b>2019</b>	<b>2018</b>
	£	£
Depreciation - owned assets	653	396
Trademarks amortisation	86	87
Website costs amortisation	<u><u>12,158</u></u>	<u><u>-</u></u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**9. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 30th June 2019 nor for the year ended 30th June 2018.

T. M. Murphy received £1,195 in respect of his consultancy input to the strategic plan. No other Board member has a pecuniary interest in the activities of the organisation. No other Board members are remunerated other than for modest expenses. No other Board member or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year.

**Trustees' expenses**

	<b>2019</b>	<b>2018</b>
	£	£
Trustees' expenses	<u>2,574</u>	<u>2,365</u>

**10. STAFF COSTS**

	<b>2019</b>	<b>2018</b>
	£	£
Wages and salaries	139,572	74,860
Social security costs	11,449	3,904
Other pension costs	<u>7,207</u>	<u>2,937</u>
	<u>158,228</u>	<u>81,701</u>

The average monthly number of employees during the year was as follows:

<b>2019</b>	<b>2018</b>
<u>4</u>	<u>4</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>2019</b>	<b>2018</b>
£60,001 - £70,000	<u>1</u>	<u>-</u>

The charity carries out its operations by engaging a mix of full time and part time staff, self-employed contractors, interns and volunteers. The current Director was engaged on a self-employed contractor basis throughout much of 2018 until he was made a permanent employee during that year. Consequently, much of his costs for services provided in the previous year are not included within staff costs.



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

<b>2018</b>	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	502,631	68,634	571,265
Other trading activities	848	-	848
Investment income	<u>4,827</u>	<u>-</u>	<u>4,827</u>
<b>Total</b>	508,306	68,634	576,940
<b>EXPENDITURE ON</b>			
Raising funds	71,099	7,534	78,633
<b>Charitable activities</b>			
Campaigning	143,205	4,623	147,828
Raising awareness	154,206	32,472	186,678
Research	<u>15,925</u>	<u>-</u>	<u>15,925</u>
<b>Total</b>	384,435	44,629	429,064
<b>NET INCOME/(EXPENDITURE)</b>	123,871	24,005	147,876
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>	493,912	42,016	535,928
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>617,783</u>	<u>66,021</u>	<u>683,804</u>

**12. INTANGIBLE FIXED ASSETS**

	Domain names £	Trademarks £	Website costs £	Totals £
<b>COST</b>				
At 1st July 2018	4,000	875	37,087	41,962
Additions	-	-	36,472	36,472
Disposals	<u>-</u>	<u>-</u>	<u>(37,087)</u>	<u>(37,087)</u>
At 30th June 2019	<u>4,000</u>	<u>875</u>	<u>36,472</u>	<u>41,347</u>
<b>AMORTISATION</b>				
At 1st July 2018	3,999	714	37,086	41,799
Charge for year	-	86	12,158	12,244
Eliminated on disposal	<u>-</u>	<u>-</u>	<u>(37,087)</u>	<u>(37,087)</u>
At 30th June 2019	<u>3,999</u>	<u>800</u>	<u>12,157</u>	<u>16,956</u>
<b>NET BOOK VALUE</b>				
At 30th June 2019	<u>1</u>	<u>75</u>	<u>24,315</u>	<u>24,391</u>
At 30th June 2018	<u>1</u>	<u>161</u>	<u>1</u>	<u>163</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**13. TANGIBLE FIXED ASSETS**

	Office equipment £
<b>COST</b>	
At 1st July 2018	4,343
Additions	<u>1,028</u>
At 30th June 2019	<u>5,371</u>
<b>DEPRECIATION</b>	
At 1st July 2018	3,376
Charge for year	<u>653</u>
At 30th June 2019	<u>4,029</u>
<b>NET BOOK VALUE</b>	
At 30th June 2019	<u>1,342</u>
At 30th June 2018	<u>967</u>

**14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2019</b>	<b>2018</b>
	£	£
Gift aid debtors	30,203	21,694
Legacies accrued	222,450	143,038
Prepayments	<u>6,222</u>	<u>4,658</u>
	<u>258,875</u>	<u>169,390</u>

**15. CURRENT ASSET INVESTMENTS**

	<b>2019</b>	<b>2018</b>
	£	£
Listed investments	<u>100,000</u>	<u>100,000</u>

The market valuation of the investments at the balance sheet date was £150,077 (previous year - £143,917).

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

	<b>2019</b>	<b>2018</b>
	£	£
Social security and other taxes	-	2,017
Owed to suppliers	22,142	25,752
Accrued expenses	<u>6,407</u>	<u>6,432</u>
	<u>28,549</u>	<u>34,201</u>

**OPTIMUM POPULATION TRUST**  
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**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**17. MOVEMENT IN FUNDS**

	<b>At 1.7.18</b>	Net movement in funds	<b>At 30.6.19</b>
	£	£	£
<b>Unrestricted funds</b>			
General fund	617,783	288,684	906,467
<b>Restricted funds</b>			
Empower to Plan	27,508	(1,583)	25,925
Education Project	812	(812)	-
Advertising Appeal Fund	3,997	(2,150)	1,847
Campaign Video	15,282	(5,887)	9,395
Sustainable Population Policy	18,422	(18,422)	-
World Population Day	-	<u>13,687</u>	<u>13,687</u>
	66,021	(15,167)	50,854
	<u>683,804</u>	<u>273,517</u>	<u>957,321</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	752,823	(464,139)	288,684
<b>Restricted funds</b>			
Empower to Plan	11,762	(13,345)	(1,583)
Education Project	-	(812)	(812)
Advertising Appeal Fund	-	(2,150)	(2,150)
Campaign Video	-	(5,887)	(5,887)
Sustainable Population Policy	960	(19,382)	(18,422)
World Population Day	<u>23,393</u>	<u>(9,706)</u>	<u>13,687</u>
	36,115	(51,282)	(15,167)
	<u>788,938</u>	<u>(515,421)</u>	<u>273,517</u>

**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**17. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	<b>At 1.7.17</b>	Net movement in funds	<b>At 30.6.18</b>
	£	£	£
<b>Unrestricted Funds</b>			
General fund	493,912	123,871	617,783
<b>Restricted Funds</b>			
Empower to Plan	17,161	10,347	27,508
Education Project	1,351	(539)	812
Advertising Appeal Fund	-	3,997	3,997
Urban Crisis Publication	6,000	(6,000)	-
Campaign Video	17,504	(2,222)	15,282
Sustainable Population Policy	-	<u>18,422</u>	<u>18,422</u>
	42,016	24,005	66,021
	<u>535,928</u>	<u>147,876</u>	<u>683,804</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	508,306	(384,435)	123,871
<b>Restricted funds</b>			
Empower to Plan	19,381	(9,034)	10,347
Advertising Appeal Fund	6,642	(2,645)	3,997
Campaign Video	1	(2,223)	(2,222)
Anthropocene	7,788	(7,788)	-
Sustainable Population Policy	34,822	(16,400)	18,422
Education Project	-	(539)	(539)
Urban Crisis Publication	-	<u>(6,000)</u>	<u>(6,000)</u>
	68,634	(44,629)	24,005
	<u>576,940</u>	<u>(429,064)</u>	<u>147,876</u>

**OPTIMUM POPULATION TRUST**  
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**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

**17. MOVEMENT IN FUNDS - continued**

A current year 12 months and prior year 12 months combined position is as follows:

	<b>At 1.7.17</b>	Net movement in funds	<b>At 30.6.19</b>
	£	£	£
<b>Unrestricted funds</b>			
General fund	493,912	412,555	906,467
<b>Restricted funds</b>			
Empower to Plan	17,161	8,764	25,925
Education Project	1,351	(1,351)	-
Advertising Appeal Fund	-	1,847	1,847
Urban Crisis Publication	6,000	(6,000)	-
Campaign Video	17,504	(8,109)	9,395
World Population Day	-	13,687	13,687
	<u>42,016</u>	<u>8,838</u>	<u>50,854</u>
<b>TOTAL FUNDS</b>	<u>535,928</u>	<u>421,393</u>	<u>957,321</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	1,261,129	(848,574)	412,555
<b>Restricted funds</b>			
Empower to Plan	31,143	(22,379)	8,764
Advertising Appeal Fund	6,642	(4,795)	1,847
Campaign Video	1	(8,110)	(8,109)
Anthropocene	7,788	(7,788)	-
Sustainable Population Policy	35,782	(35,782)	-
World Population Day	23,393	(9,706)	13,687
Education Project	-	(1,351)	(1,351)
Urban Crisis Publication	-	(6,000)	(6,000)
	<u>104,749</u>	<u>(95,911)</u>	<u>8,838</u>
<b>TOTAL FUNDS</b>	<u>1,365,878</u>	<u>(944,485)</u>	<u>421,393</u>

**18. RELATED PARTY DISCLOSURES**

T. M. Murphy received £1,195 in respect of his consultancy input to the strategic plan. There were no other related party transactions for the year ended 30th June 2019.



**OPTIMUM POPULATION TRUST**  
**KNOWN AS POPULATION MATTERS**

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 30TH JUNE 2019**

	<b>2019</b>	<b>2018</b>
	£	£
<b>INCOME</b>		
<b>Donations and legacies</b>		
Donations	287,008	373,921
Gift aid tax	30,849	30,556
Grants	26,776	-
Legacies	437,784	166,788
Sales	1,164	848
Investment fund distributions	2,904	2,727
Deposit account interest	<u>2,453</u>	<u>2,100</u>
<b>Total incoming resources</b>	<b>788,938</b>	<b>576,940</b>
<b>EXPENDITURE</b>		
Advertising and PR	24,005	13,486
Campaign costs	17,270	17,286
Events	21,773	11,588
Promotional materials	14,924	6,489
Publications	9,255	18,924
Website & IT	61,849	40,654
AGM & Board meetings	2,276	2,494
Trustee expenses	2,327	1,678
Professional fees	6,348	7,633
Other governance	21,986	9,709
Staff	156,306	81,701
Interns & contractors	121,803	149,704
Travel & meetings	14,914	12,736
Fundraising	16,089	41,864
Grants	8,255	1,500
Office costs	5,933	6,555
Other	<u>10,107</u>	<u>5,063</u>
<b>Total resources expended</b>	<b>515,421</b>	<b>429,064</b>
<b>NET INCOME/(EXPENDITURE)</b>	<b>273,517</b>	<b>147,876</b>