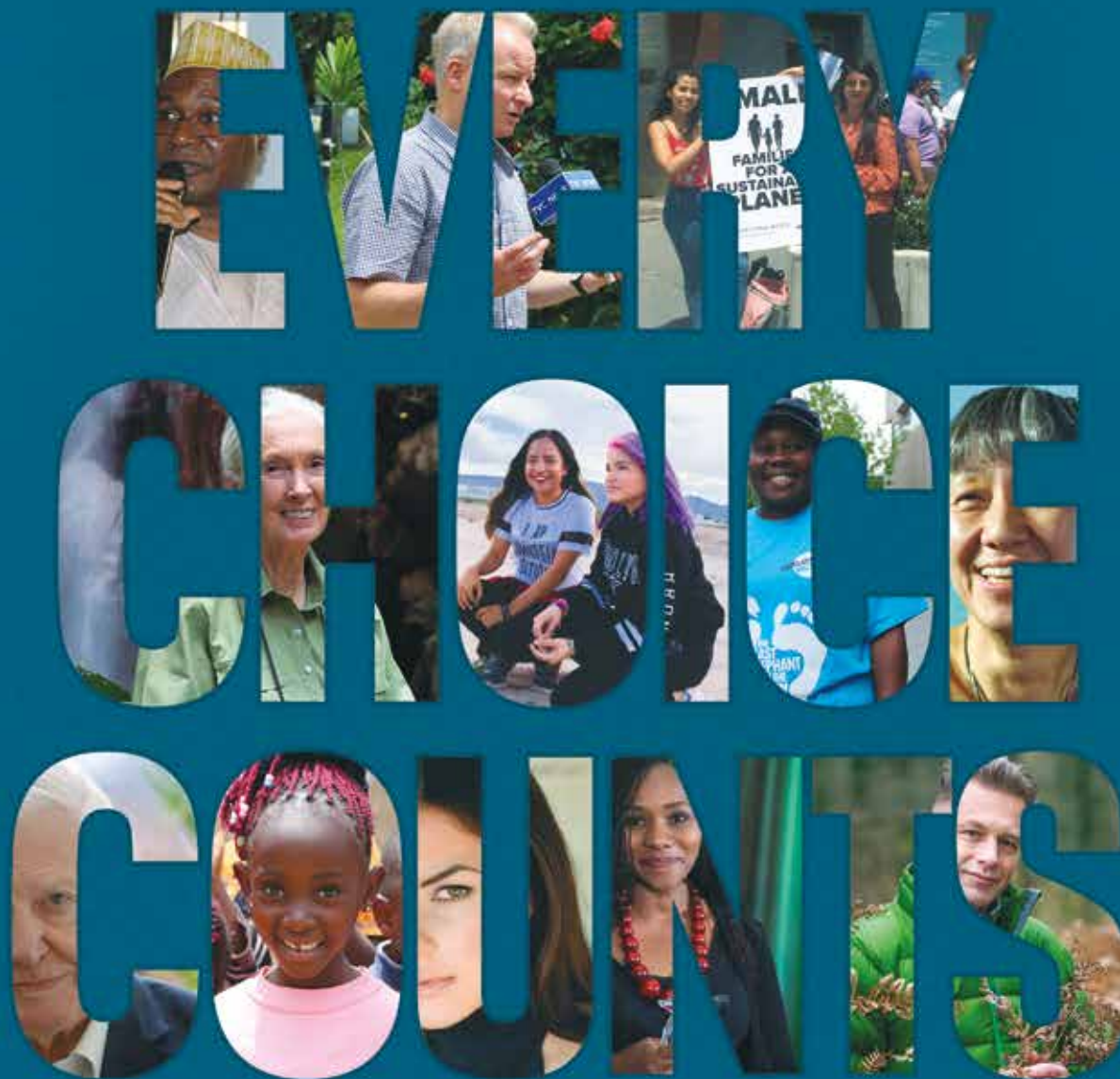


# POPULATION

# MATTERS

EVERY CHOICE COUNTS



## ANNUAL REPORT

JULY 2019 - JUNE 2020



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World Population Day 2019: Some of the PM team in Lagos at the invitation of the Nigerian Conservation Foundation.

## Statement by the Chair

This year, trends good and bad have deepened and accelerated. Thinking ahead and clearly in the context of great uncertainty is a hallmark of Population Matters.

As my arrival into the Chair of Population Matters last November was somewhat unexpected, I would like to open this year's statement by thanking outgoing Chair Terry Murphy for his great contribution and wishing him well for the future. For me, it is a delight and an honour to be able to contribute like this to a cause which I have championed all my working life. My engagement with PM dates back to its founding. As a teacher of Sustainability Literate Leadership, I never miss the opportunity to point out that human destiny depends on there being fewer of us!

“My goal is to ensure we are structured and run well enough to enable Population Matters to focus on the job in hand - increasing our campaigning and growing our influence.”

This year has seen more of the shift in the mainstream media's portrayal of population, as Terry noted in the last Annual Report. On the negative side, reports – such as WWF's 2020 *Living Planet Report* – jostled to provide evidence of the dire consequences of collapsing biodiversity. Although broadcast in September 2020, but researched in the preceding months, PM Patron Sir David Attenborough's book and film *A Life on Our Planet* was a moving personal witness statement based on the same evidence.

His 'manifesto' is a positive, hopeful one and does not duck the fact that lowering the number of people is an essential element of making more space for the rest of nature – “to get things

into balance” – in Attenborough's words. The press noticed.

### OPPORTUNITIES AND RISK

Any look into the future finds it filled with what economists Mervyn King and John Kay call 'radical uncertainty'. That means there is so much we do not know that we need urgently to find better ways of weighing up opportunities and risks in order to hedge against the worst. Events are unfolding in the natural world so fast that governments and democratic institutions are noticeably bamboozled by the complex consequences to our social and economic systems. COVID-19 is a tragic example of how uncertainty could have been mitigated and risk reduced through bringing environmental health and public health together under the same policy roof – something PM's Olivia Nater pointed out in her March news article.

Thinking ahead is a hallmark of PM, as our Executive Director Robin Maynard explains in his report on our activities on page 6. I am a particular fan of Empower to Plan (see page 19), which demonstrates how practical implementation of what we preach can have a reinforcing effect on both our message and positive outcomes in local communities.

I have been especially pleased to pick up on the on-going work of my predecessors to implement our lawyers' recommendation to modernise PM's governance systems. My goal is to ensure we are structured and run well enough to enable PM to focus on the job in hand – increasing our campaigning



**Sara Parkin OBE**  
Chair

and growing our influence as much as we can. Work has started on our next strategy, which will recognise the criticality of the next decade, as well as all the uncertainties it brings. We will be launching it in July next year when, coincidentally, we will be celebrating our 30th anniversary as well! We are very grateful to everyone who supports us – members, supporters, funders and partners – and look forward to engaging even more with you in future.

### INGENUITY AND SUPPORT

I cannot end without thanking our remarkable staff. With no physical office, they are used to working remotely, but the past months have required some extra ingenuity. Thanks to them – and the Trustee Board too – for patiently supporting me as a new Chair.



## Patrons

We are honoured to count the following individuals as our Patrons. With their varied expertise and passion for both people and the environment, each individual provides endorsement for our work. Collectively, our Patrons give greater credence to the issue of population concern and help further our vision and mission through their high-profile, visible support.



“I support Population Matters because I think if we keep on growing, we’re not only going to damage nature, but we’re likely to see more and more inequality and human suffering. As I see it, humanity needs to reduce its impact on the Earth urgently and there are three ways to achieve this: we can stop consuming so many resources, we can change our technology and we can reduce the growth of our population.”

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

Internationally respected naturalist, broadcaster and presenter of several seminal series including *Life on Earth*, *Blue Planet* and, most recently, *Our Planet*

“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.”

**James Lovelock CH CBE FRS PhD**

Originator of the Gaia Theory

“Human population growth affects every single environmental factor on Earth.”

**Adrian Hayes**

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

“Cramming ever more people onto our little planet does it ever more damage.”

**Susan Hampshire OBE**

Actress and population campaigner

Photography by Erik Hersman CC BY 2.0



“This organisation, Population Matters, is so very important because this is one of the most important issues that we face today. Educating and empowering women and girls and providing family planning information enables more people to choose the size of their families. And choosing to have fewer children is one of the most important choices we can make.”

**Dame Jane Goodall  
PhD DBE**

Founder of the Jane Goodall Institute and UN Messenger of Peace

“I support Population Matters because they’re the only people pointing out the obvious link between ever more people and ever less wildlife. From protecting our forests to changing our diets, as a society and as individuals there are many things we need to do to help avert climate catastrophe. One of those is to have an open, rational conversation about our population and our family size.”

**Chris Packham**

Naturalist, nature photographer, television presenter and author



“Continuing population growth is a multiplier of every one of today’s converging sustainability pressures - including climate change.”

**Jonathon Porritt CBE**

Director of Forum for the Future, former Chair of the UK Sustainable Development Commission, President of Population Matters

“Positive solutions to tackle population growth change people’s lives for the better. Population Matters understands that.”

**Gordon Buchanan MBE**

Wildlife filmmaker and presenter

“I am honoured to be a Patron of Population Matters. They have been doing incredible work in this space since 1991.”

**Leilani Münter**

Ex-race car driver and environmental campaigner



“As the soaring demand for food, water and energy is exacerbated by climate change, it is no longer legitimate to leave policies for lowering birth rates off the policy agenda.”

**Sara Parkin OBE**

Principal Associate of The Sustainability Literacy Project, Co- founder of Forum for the Future, Chair of the Richard Sandbrook Trust

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

**Professor John Guillebaud**

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

“Population has to be discussed as one of the big environmental problems of our time.”

**Sir Crispin Tickell GCMG KCVO FZS**

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

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

**Professor Sir Partha Dasgupta FRS FBA**

Frank Ramsey Professor of Economics, University of Cambridge



## OBITUARY

In October 2019, our esteemed Patron, **Professor Norman Myers**, died at the age of 85. He became a Patron in 2008, motivated by his concern that increasing human numbers and our impact on the planet and its biosphere were not only driving mass extinctions of wild species, but would, ultimately, drive millions of people to become environmental refugees by eroding vital life-supporting ecosystems and destabilising our climate. Norman was one of the first biologists to quantify the impact of cattle rearing on the Amazonian rainforest, and later became an adviser to the White House, United Nations agencies, the World Bank, the European Commission, governments, charitable foundations and the UN Intergovernmental Panel on Climate Change.

“Whatever problem you’re interested in, you’re not going to solve it unless you also solve the population problem.”

**Professor Paul Ehrlich ForMemRS**

Bing Professor of Population Studies, Stanford University

“Rapid population growth is at the centre of many of the world’s pressing 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.”

**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

## Director's Report

This past year – for good or ill – has been exceptional. Our strategic ambition – to take PM and the population issue global – was manifested with events held on three continents to mark World Population Day 2019, truly putting PM on the international map.

On 11 July 2019, a team from Population Matters was to be found outside the United Nations (UN) headquarters in New York alongside our US partners, Having Kids, promoting the benefits to people and planet of choosing and enabling choice for smaller families. Half-way across the world, myself and PM's Campaigns Officer, Florence Blondel, were in Lagos at the invitation of the Nigerian Conservation Foundation to take part in a seminar. Lagos' State Minister for the Environment and the Deputy Director of the country's National Population Commission (yes, they have one, unlike the UK) also spoke. Back in London, our colleagues door-stepped the then Department for International Development, highlighting the impossibility of any country meeting the UN's Sustainable Development Goals (SDGs) without also achieving a sustainable population. Those globe-trotting activities (carbon off-set) have resulted in lasting partnerships and ongoing collaborations.

### ON THE GROUND, AT THE FRONTLINE

One partnership in particular arose from our time in Nigeria which, thanks to Florence's interviewing and camera skills (in her previous life she was a reporter for Ugandan TV), gained widespread media coverage across Africa. A public health consultant, Monique Oliff, specialising in women's reproductive health and family-planning across southern and east Africa, contacted us after seeing the footage from Lagos. We were able to meet

up during PM's attendance at the UN's International Conference on Population and Development, held a few months later in Nairobi. Monique arranged for us to meet with young women and community workers in Kibra, Africa's largest slum, and to travel outside Nairobi into rural areas, doubly impacted by population growth and climate change. It was humbling to hear first-hand from people whose lives and opportunities had been circumscribed through education cut short due to lack of access to and informed choice over contraception. A harsh reality the women we spoke with were determined would not be their children's.



Visit @sussexroyal on Instagram

### ROYAL FLUSH

The world's media was suddenly and intensely focused on population and, in particular, parental choice over family size by just two words from Prince Harry: *"Two, maximum!"*. This was his response to a deftly interjected question from our Patron, Dame Jane Goodall, in an interview with the Duke of Sussex

in the September 2019 issue of *Vogue*, guest edited by his wife, Meghan Markle. Reflecting on his long-held environmental awareness, strengthened since the birth of their first child, Archie, the Duke noted: *"I've always had a connection and a love for nature. I view it differently now, without question. But I've always wanted to try and ensure that, even before having a child and hoping to have children..."* Quick as a flash, interviewee turned interviewer, Dame Jane jumped in with a laugh: *"Not too many!"* drawing Prince Harry's response.

Result: an international media frenzy. For the next 72 hours I, and my colleagues, were consumed by TV, radio and press interviews on the issue of population and family size.

### LEADERSHIP AND INTEGRITY

Other Patrons have also promoted our message. Although in his 90s, Sir David Attenborough remains impressively active, presenting the WWF-Netflix series, *Our Planet*, in which he set out the grim statistics of what another Patron, Paul Ehrlich, has described as 'biological collapse', whilst also highlighting the positive, choice-based, solutions. Looking directly into camera for the opening sequence of each episode, Sir David declared:

*"Over the past 40 years since man first landed on the moon, the population of wild animals has halved, whilst over the same period our own human population has more than doubled..."*

PM applied some inside-track pressure on



We are cutting through – despite COVID-19 and PM's still modest resources in comparison to other organisations tackling similarly challenging issues.

We will mark PM's 30th anniversary in 2021 and honour the foresight of our founders by increasing our efforts to empower positive choices, providing greater opportunities for activism, affirming the commitment and conviction of our current 3,500 members and engaging more directly with those 18,000 others who subscribe to our monthly updates. We will also strengthen and extend the partnerships we've already forged with such a rich diversity of individuals and organisations from around the world.

Our messages connect with and are relevant to all sorts of people, whether they are princes or some of our world's very poorest. Concern for people is at the heart of PM's motivations, and connecting with more of them will be at the heart of our strategy for achieving a sustainable future for people and planet.



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**Robin Maynard**  
Executive Director

**In conversation with Sir David Attenborough, Chris Packham made the point that they are both Patrons of Population Matters because it's the only organisation making the connection between human population growth and the accelerating environmental crisis.**

the programme makers to ensure those population references weren't edited out!

Adding to Sir David's efforts, PM Patron Chris Packham's BBC Two Horizon documentary, *7.7 Billion People and Counting*, examined the challenges of population growth, not least for Nigeria – where the population is set to double from 200 to 400 million by 2050 – and the Brazilian megacity of Sao Paulo, whose citizens suffer frequent water shortages. In conversation with Sir David, Chris observed that both are Patrons of Population Matters because it is the *only* organisation making the connection between human population growth and the accelerating environmental crisis. The question left hanging in the air is: *"If these globally renowned conservationists can talk about*

*population, why can't the big wildlife and environment organisations?"*

### COVID-19 AND CREATIVE ADAPTATION

COVID-19 restrictions required rapid and creative adaptation to PM's planned events here in the UK and overseas. Our World Population Day 2020 activities shifted on-line for a live discussion around the SDGs with panellists from Africa, India, the UK and US and a global audience.

Getting population and PM out onto the global stage, building partnerships with like-minded individuals and organisations across the world, way beyond PM's foundations here in the UK, and having our positive solutions aired on international media have been key achievements over the past year.

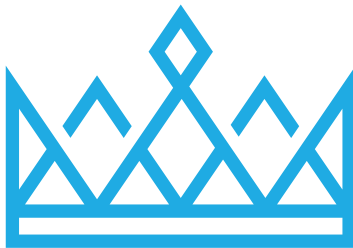
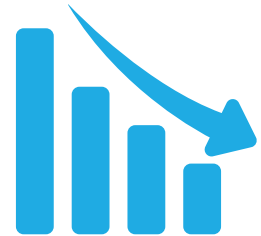
## Year at a Glance



### JULY 2019

#### THE BIRTH RATE

in England and Wales is the lowest since record-keeping began in 1938 at 11.1 per 1,000 people, according to the Office for National Statistics.



#### PRINCE HARRY

Prompted by PM Patron Dame Jane Goodall, the Duke of Sussex reveals that he and his wife Meghan will have a maximum of two children to protect the planet, triggering extensive media coverage and interviews for Population Matters. Following his comments, a UK poll revealed that **53%** of Brits agree that limiting the number of children they have for the sake of the environment is necessary.

#### WORLD POPULATION DAY

Events are organised by Population Matters in London, Lagos and New York.

### AUGUST 2019

#### MORE THAN 24 MILLION ACRES

of nature have been lost from the US between 2001 and 2017 due to human development. That's the equivalent of one football field every 30 seconds, according to a report from the Center for American Progress.

### NOVEMBER 2019

#### NAIROBI SUMMIT

The International Conference on Population and Development (ICPD25) is attended by representatives from PM, taking the message that securing sustainable population through rights-based action is essential to development.

### DECEMBER 2019

#### BIG BABY

A 7-metre high PM inflatable campaign message board is flown outside Parliament to mark COP25, bringing a critical message to Westminster: cutting population growth through choosing smaller families is vital to fight climate change.

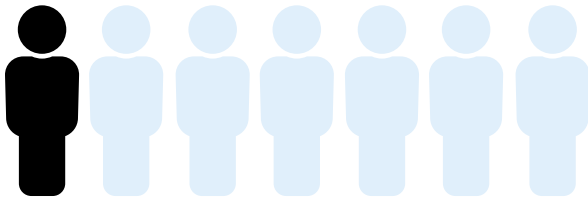




## JANUARY 2020

1 IN 7

A UK poll finds one in seven adults under 35 who don't want children say they believe the world has too many people.



## MARCH 2020

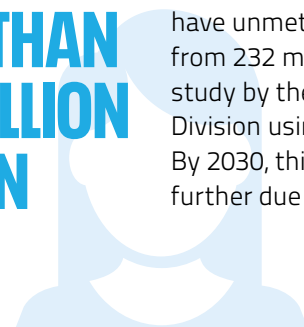
£21,843

(including Gift Aid) raised in our Winter Appeal to support our ambition to take PM global.

## FEBRUARY 2020

MORE THAN 270 MILLION WOMEN

have unmet need for contraception, up from 232 million in 1990, according to a study by the United Nations Population Division using data from 185 countries. By 2030, this number is expected to rise further due to population growth.



## MAY 2020

## ON THE INTERNATIONAL DAY FOR BIOLOGICAL DIVERSITY

PM contacts the ministers of 20 nations to ask them to support measures to address population. More than 1,000 people from 25 countries use PM's e-action tool to send messages to their governments to press for biodiversity action.



## JUNE 2020

## MASS EXTINCTION IS ACCELERATING

according to a study published by a group of scientists including PM Patron Paul Ehrlich. More than 500 vertebrate species are at risk of becoming extinct in less than 20 years. That's as many as were lost over the entire course of the last century.

## PM MEETS WITH UK ENVIRONMENT MINISTER REBECCA POW MP

to discuss the link between biodiversity and population.

## GLOBAL REPRESENTATION

achieved in PM's Expert Advisory Group with members now in Taiwan, Nigeria, Kenya, Canada, Australia, Italy, the UK and the US.

## POPULATION MATTERS' GROWING ENGAGEMENT LEVELS

**12,600** new Facebook likes, exceeding our targets

**2,400** Instagram followers quadruple

**750,000** visitors to PM's website, from 230 countries

Supporter mailing list grows from **12,000 TO 18,000**

## The Context and Issues

At the start of our reporting period in 2019, we had no idea that a global pandemic was about to hit, changing the pace, fabric and nature of lives across the planet. Its impact continues to have a devastating effect, further exacerbating existing inequalities and making vital environmental and societal targets seem less and less achievable.



### A YEAR LIKE NO OTHER

As our reporting year ended, the full impact of the human tragedy and economic shock brought about by the coronavirus could not be assessed. While lockdowns gave nature a brief respite from human pressure, the emergence of the virus was closely linked to our encroachment on nature, exposing us to new diseases.

By June, however, expert concern was growing that COVID-19 is having another negative effect, diverting money to virus treatment from women's empowerment and family planning services. With lockdowns affecting progress out of poverty and government budgets everywhere, some of the major drivers of population growth could be exacerbated by the pandemic.

### A RENEWED DEBATE

Last July, we experienced a significant boost to the discussion on family size: in conversation with PM Patron, Dame Jane Goodall, the Duke of Sussex – better known as Prince Harry – declared that he and the Duchess planned on having only two children to help protect the planet. His comment triggered an avalanche of headlines globally – and of calls to the PM press office. The positive impact that people in the developed world can have by choosing smaller

families continued to receive attention throughout the year.

In January, a BBC documentary on population by PM Patron Chris Packham – *7.7 Billion People and Counting* – provoked discussion again. Packham's reasoned and powerful programme featured another of our Patrons, Sir David Attenborough, and presented a nuanced and evidence-based argument.

Mentioning Population Matters by name, the programme also triggered a significant spike in our web traffic, social media and membership.

### BLACK LIVES MATTER

The global movement triggered by the shocking death of George Floyd brought renewed focus on the historical legacy of slavery and colonialism, and on structural impediments to racial equality and global justice. For PM and the population movement, it was an essential reminder that we must engage with and reflect on important questions regarding the sensitivities around our work. As we move forward, and especially as we engage new audiences in new places, we recognise the continued importance of learning from our new partners and from our internationally diverse Expert Advisory Group.

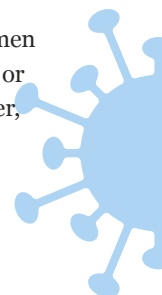
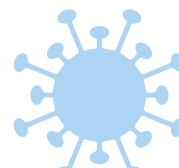
### POPULATION – NUMBERS CONTINUE TO GROW

Globally, around 80 million people are estimated to have been added to the total population. In good news for the UK, the Office for National Statistics (ONS) reported the rate of population growth in 2019 to be the lowest since 2004, with the lowest total number of births since 2005. However, the ONS projected that the UK population will still pass 70 million by mid-2031 and reach 72.4 million by 2043, becoming the most populous nation in Europe.

### WOMEN'S RIGHTS AND FAMILY PLANNING

The reporting period saw little official progress in this area. While a major conference on population and development took place in Nairobi, marking 25 years since a landmark meeting in 1994 (attended by members of our team, as reported on pages 15-17), a sequence of reports issued by the UN and others showed slow progress overall in advancing women's rights.

One report found four out of five women live in societies which are rated poor or very poor for gender equality. Another, that to meet the UN's Sustainable



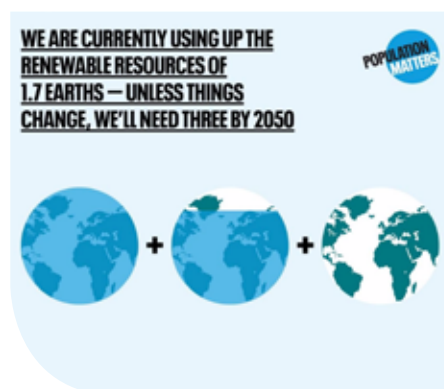
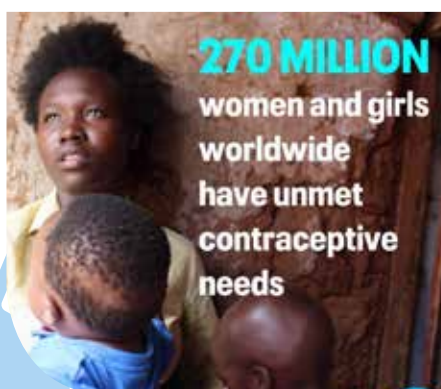
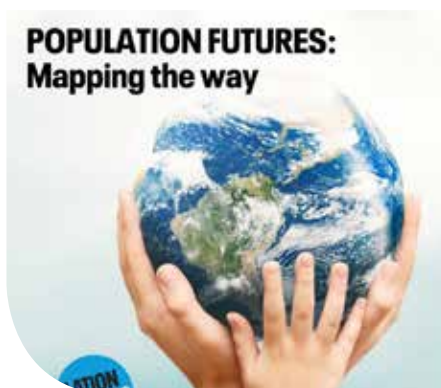
Development Goals target of ending child marriage by 2030, progress needs to be at least 12 times faster than currently. Meanwhile, a critically important study concluded that family planning services are not keeping pace with rapid population increase in developing countries. In 2019, 270 million had an unmet need, up from 232 million in 1990. By 2030, this number is expected to increase to 272 million due to population growth.

## THE ENVIRONMENT

While concentrations of greenhouse gases continued to rise, the COP25 Climate Summit in Madrid made almost no progress, despite mounting global public concern and protest. In November, the Alliance of World Scientists issued a Warning of a Climate Emergency. Signed by 11,000 scientists, the Warning called for “bold and drastic transformations”, including stabilising and “ideally” reducing world population.

In regard to biodiversity, the 20 ‘Aichi targets’ set in 2011 to protect nature were supposed to be met by the end of 2020. By June, all indications were that every single one would be missed. A major study by a group of scientists – including PM Patron Paul Ehrlich – found extinctions accelerating – out of almost 30,000 species of animals studied, 500 already have fewer than 1,000 individuals left. This study, like many others, concluded that human population growth is a significant driver.

This was a challenging 12 months for the world and emphasised the need for Population Matters to be bold and ambitious, as well as reflective, agile and sensitive in campaigning on our critical issue.





## Vision and Mission

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

### Putting it into practice

We campaign, inform, undertake research and do all we can to encourage an open, fair-minded and constructive debate about population.

We seek to create a greater level of public awareness and international policy action on population growth, building a shared understanding of it being a critical factor in driving the ecological crisis – alongside unsustainable and inequitable consumption.

A vital part of our work is making sure people know the facts. We spread the word and reach out to audiences globally through our social media channels, the traditional media, and our campaigns.

We promote positive, practical, ethical solutions: encouraging smaller families, as well as inspiring people to consume sustainably – with the aim of enabling everyone to enjoy greater wellbeing, while respecting the natural ecosystems upon which all life on earth depends.

We champion choice. In a world of finite resources our reproductive and consumption choices are critical for achieving that vision of humanity living in harmony with nature and prospering on a healthy planet. Everyone should have the freedom and ability to choose a smaller family.

Through our Empower to Plan crowdfunding platform, we partner with grassroots organisations delivering family planning and women's empowerment, here in the UK and across the world.

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

### OUR VISION

**A future in which our population co-exists in harmony with nature and prospers on a healthy planet.**

### OUR MISSION

**To drive large-scale policy change, enable individual action and promote positive choices that will accelerate our achieving a sustainable human population.**

**We champion choice. Our reproductive and consumption choices are critical for achieving that vision of humanity living in harmony with nature and prospering on a healthy planet.**



# Strategy and Business Model

## CORE PURPOSE

Our purpose is to persuade policymakers and the public to accept and act on our Patron Sir David Attenborough's commonsense statement:

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

The long-term goal is to end human population growth and ultimately bring our numbers back into balance with our planet's available resources and within the boundaries of its life-supporting ecosystems.

## CONTEXT AND CHALLENGES

Our chosen focus of human population and its impacts upon the sustainability and wellbeing of our world, its ecosystems and biodiversity is the most urgent environmental issue of our time. But there are encouraging signs of significant shifts in public and media discourse around population, emboldened by the increasing global body of scientists highlighting the issue. This makes it an exciting and opportune time for a lean and agile organisation such as Population Matters to step up activity and act as a key catalyst for global policy and individual behaviour change. Having been something of a lone voice since our founding in 1991, we are in a strong position to stake our claim as the pre-eminent organisation addressing the issue of human population globally.

## STRATEGIC PLANNING

Following a Strategic Review undertaken during 2017-18, we drew up a Three-Year Plan, setting out a clear framework and direction for our activities and focus over 2019-21. This plan is reviewed and refreshed each

year. For 2021-24, this process will begin in the autumn of 2020, and be agreed and in place by July 2021.

A summary of the current 2019-21 Plan can be found on our website.

**Our current Three-Year Plan identifies three overarching aims to achieve our Core Purpose:**

- 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 ambition is to more than double PM's supporters and regular donors over the next three to five years.**

**Outputs delivered on our 2019-21 Plan include:**

- We commissioned research to assess how the UN's low projection of 7.3 billion people on the planet by 2100 can be achieved ethically through positive means.

- We marked **World Population Day 2019** on three continents with events in Lagos, London and New York, making the link between population and the achievement of the UN's Sustainable Development Goals.
- We invested in and achieved **peer-review status** for our *Journal of Population and Sustainability*, strengthening our in-house research capacity, as well as extending our Expert Advisory Group.
- We supported **grassroots organisations** responding to the unmet need for family planning and environmental services in Kenya, England and Wales through our Empower to Plan programme.
- We lobbied **UK parliamentarians** and Whitehall officials on the need for a UK Sustainable Population policy.
- We promoted the **benefits** of individuals (especially in wealthy, high-consuming countries) choosing smaller families, providing case studies and personal stories to meet an increased media interest.

## SOUND FINANCIAL FOOTING

**We have built up and sustained a healthy bank balance and reserves through developing a range of income sources:**

- Individual donations
- Regular donations from members
- Bequests and legacies
- Securing funds from grant-making bodies and trusts

### Our finances are overseen and managed by:

- Routine budgetary procedures, reporting and financial oversight by a dedicated staff member, the Board, and an independent advisor
- A Finance, Risk, Investment and Audit Committee
- A Reserves Policy that ensures we hold sufficient funds to cover at least six months' planned expenditure (see p25)
- An active Risk Register reported on at quarterly Board meetings

While we are alert to the ongoing risk of reduced giving to charitable organisations due to the COVID-19 outbreak, to date our income sources remain stable.

Following the pilot fundraising strategy reported on last year and its recommendation for an in-house fundraising role, in 2020 we recruited a Fundraising Manager, thanks to support from The Rufford Foundation.

That appointment is enabling us to expand our fundraising activities, make best use of existing assets, and optimise the opportunities arising from our greater activity and higher profile over this past year.

### SUPPORTER BASE RETAINS POTENTIAL TO GROW

Population Matters currently has around 3,500 regular donors. Following the requirement under the GDPR regulations to contact everyone on our database, a further 1,000 supporters agreed that we could 'represent their voice', so adding greater legitimacy to our ongoing campaigns. Some 18,000 people are now signed up to receive our online monthly updates. As one of a very few known organisations

working on population issues, there is considerable potential to reach many more supporters nationally and globally. Our ambition is to more than double PM's supporters and regular donors over the next three to five years.

### OUR PATRONS AND ADVISORS

As noted in the Strategic Review, *'Our Patrons and Advisors are arguably our most important resource...'* adding credibility and reach. Some of our notable Patrons and Advisors include: Sir David Attenborough, Dr Edu Effiom, Dame Jane Goodall, Professor John Guillebaud, Judy Ling-Wong, Chris Packham, Sara Parkin OBE and Jonathon Porritt. Recently, wildlife filmmaker Gordon Buchanan and Laurel Hanscom, Chief Executive of the Global Footprint Network, have also agreed to join that impressive list.

### COMMUNICATIONS

Our activities and performance are reported on elsewhere in this Annual Report (see pages 15-17), but it is worth reiterating that for a small, agile, 'lean and mean' campaigning and awareness-raising organisation, communications are central to all we do. Our ambition to 'Take PM Global' is being realised through our website and social media platforms – and we continue to invest in and update these key communications and outreach tools.

Although founded in, and with most, but not all, of our staff based in the UK, PM aspires to be and is increasingly recognised as an internationally active and relevant organisation. Our communications team and its outputs, alongside our globe-trotting World Population Day collaborative activities and the Empower to Plan initiative, have been critical in reaching out to and building partnerships with other like-minded groups and individuals globally.

### OUR STAFF TEAM

Thanks to careful financial oversight and sustained support from our members and other income sources, we have been able to expand our staff team, building our capacity to deliver on our mission. Already operating remotely without the costs of a physical office and infrastructure, we have been able to adjust better than other organisations to the changed circumstances and working practices forced by the COVID-19 outbreak. We are used to and comfortable with working remotely. Nevertheless, we have had to make adjustments to and in some cases postpone planned activities, scheduled events and public engagement initiatives due to the pandemic. Along with our current team, we would also like to thank two staff members who worked with us during the year but have now left us – Florence Blondel and Nina Jatana.

### OUR CURRENT TEAM COMPRISES

<b>Robin Maynard</b>	Executive Director
<b>Alistair Currie</b>	Head of Campaigns and Communications
<b>Julie Lewis</b>	Head of Supporter Services
<b>Olivia Nater</b>	Senior Communications Officer
<b>Kat Dixon</b>	Campaigner
<b>Izi Clery</b>	Fundraising Manager
<b>Rachel Musk</b>	Donor Development and Database Coordinator
<b>David Samways</b>	Editor, <i>Journal of Population &amp; Sustainability</i> and Senior Research Associate
<b>Gabriel Emordi</b>	Finance and Administration Officer
<b>Andrea Holmes</b>	Executive Assistant



## Activities and Performance

Building on the critical foundations laid last year in our staffing, communications and expertise, we were able to significantly extend our reach and undertake more campaigning in the reporting year. Despite the challenges of 2020, we brought a new international dimension to our profile and activities, while consolidating and deepening our campaigning and policy work.

### WORLD POPULATION DAY

The centrepiece and springboard for the year was World Population Day, which took place on 11 July 2019. The day saw the international launch of our campaign and petition to have population recognised as critical to achieving the UN's Sustainable Development Goals (SDGs). Thanks to our supporters and allies, we staged successful events in Nigeria, the UK and the US, developing new partnerships, raising awareness of population issues, and pushing them up the international agenda.

- In **Lagos**, with the Nigerian Conservation Foundation, we co-hosted a public forum, which included representatives from Nigerian environmental groups, the Nigerian Population Commission and the Lagos State Government. The event received media coverage in several African countries.
- In **London**, we handed in a letter to the Secretary of State at the Department for International Development, generating public attention with a colourful poster board. The event was accompanied by an interview in the *Evening Standard*, London's main newspaper, and other media coverage.
- In **New York**, we teamed up with US organisation Having Kids, staging a peaceful demonstration outside the UN's headquarters, where government ministers were meeting to discuss the SDGs. Our message was reinforced by a head-turning digital advertising van, which reached thousands of New Yorkers with its highly visible 'Small Families for a Sustainable Planet' display.



## THE CAMPAIGNING YEAR

Our main campaign focus over the course of the year was on the SDGs that impact on environmental issues – climate change and biodiversity. Marking the COP25 climate change meeting in November, PM brought a critical message to Westminster: cutting population growth through choosing smaller families is vital to fight climate change. The message was delivered on a spectacular and unmissable billboard – Big Baby – a 7-metre tall, helium inflatable that aims to raise awareness of the value of choosing a smaller family, which featured in many media stories about the climate strike also taking place that day. While coronavirus prevented further flights for Big Baby in 2020, he will return!

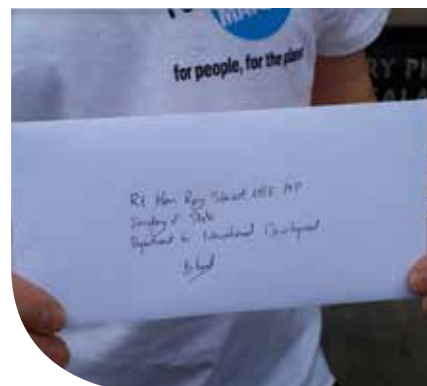
Our main policy focus was on biodiversity and the extinction crisis. Building on the work we began last year, we continued to lobby and campaign to have population solutions recognised in the new international agreement intended to protect biodiversity – the Post-2020 Global Biodiversity Framework of the Convention on Biodiversity (CBD). Our campaign received a boost when we achieved membership of the International Union for Conservation of Nature (IUCN), the most important and influential global network

of conservation organisations. We continue to engage biodiversity stakeholders and contribute expert evidence to the CBD and other policy processes.

In the political sphere, on 22 May, the International Day for Biological Diversity, we launched a new online action platform, enabling people to send messages to their environment ministers. People from more than 25 countries have now done so. Population Matters also wrote to the governments of more than 20 countries, and, in June, had a positive meeting with the UK minister responsible for biodiversity, Rebecca Pow MP.

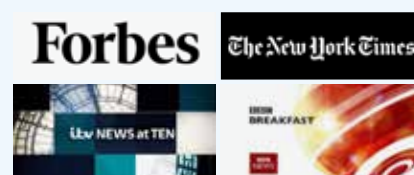
In addition, we had in-depth meetings with eight other UK parliamentarians (Commons and Lords), as well as European Parliament members, with the aim of building understanding of the importance of the population issue and growing our circle of 'Parliamentary Champions'.

Following Prince Harry's comments (see pages 6-7) our pool of individuals who have chosen to be childfree or have small families were much in demand by the media. This included an appearance by PM Trustee Anna Hughes on BBC Radio 4's *Woman's Hour*.



## THE MEDIA YEAR

With the news agenda dominated by COVID-19, charities and campaigning organisations have faced a challenging year securing media coverage. However, in addition to nearly 20 interviews triggered by Prince Harry's comments, we continued to enhance our international media profile with stories appearing in the media in 17 different countries. Highlights



included coverage in the *New York Times*, *Forbes*, and interviews with PM Director Robin Maynard on *BBC Breakfast* and *ITV NEWS at TEN*.



“Thanks to our supporters and allies, we staged successful events in Nigeria, the UK and the US, developing new partnerships, raising awareness of population issues, and pushing them up the international agenda.”



## THE DIGITAL YEAR

Reflecting our investment in digital communications as a critical medium for campaigning and communication, international audiences on our website and social media continued to grow and, most importantly, engagement scores exceeded our targets and many industry standards. The launch of our petition and biodiversity e-actions has developed our ability to deliver online supporter action. July also saw the launch of our new Spanish-language Facebook page, Population Matters Español, bringing our message to a whole new international audience. We were also proud to use all our online platforms to amplify the voices of marginalised people through videos and graphics, including women and men from Nairobi's Kibra slum, who we interviewed last November. From New York to Nairobi in person and from New Zealand to the Netherlands online, we have met our goal to enhance our international presence and impact – work we shall continue to develop over the year to come.



## Highlights

ON WORLD POPULATION DAY 2019, WE STAGED EVENTS IN LAGOS, LONDON AND NEW YORK.

WE DELIVERED OUR MESSAGE ABOUT CUTTING POPULATION GROWTH THROUGH CHOOSING SMALLER FAMILIES TO FIGHT CLIMATE CHANGE VIA A SPECTACULAR HELIUM INFLATABLE – BIG BABY.

WE ACHIEVED MEMBERSHIP OF THE INFLUENTIAL INTERNATIONAL UNION FOR CONSERVATION OF NATURE.



OUR NEW ONLINE ACTION PLATFORM ENABLED PEOPLE FROM MORE THAN 25 COUNTRIES TO SEND MESSAGES TO THEIR ENVIRONMENT MINISTERS ON THE INTERNATIONAL DAY FOR BIOLOGICAL DIVERSITY.

WE ENHANCED OUR INTERNATIONAL MEDIA PROFILE, WITH STORIES APPEARING IN THE MEDIA IN 17 DIFFERENT COUNTRIES OVER THE YEAR.





## Audiences and Stakeholders

We continue to extend our global reach by developing partnerships with global stakeholders and inspiring grassroots NGOs that share our values.

### PUBLIC BENEFIT

Our overarching strategy (see pages 13-14) outlines how we aim to meet our charitable purposes, aims and objectives. Details of the activities we have undertaken during the last year and their impact can be found on pages 15-17. The Board believes that the activities in education, research and advocacy continue to contribute to the achievement of a sustainable human population, and thus, environmental sustainability. This provides clear public benefit, especially given the growing relevancy of the issue among our global audiences. In addition, the Board can confirm it has due regard to the public benefit guidance published by the Charity Commission in compliance with the duty in section 17(5) of the Charities Act 2011, in exercising their powers and duties.

### GLOBAL SUPPORT AND PARTNERSHIPS

With successful events on three continents for World Population Day 2019, we were pleased to develop and capitalise on new partnerships with the Nigerian Conservation Foundation, and Having Kids in the USA, among others. As we continue to extend our global reach and undertake more campaigning, we will continue to reach new audiences.

We have also continued to develop relationships with inspiring grassroots NGOs that share our values through Empower to Plan (see opposite page). Of equal importance to enhancing our global voice, these community

partnerships help further our promotion and support of practical, ethical education and healthcare solutions on-the-ground. We have also developed partnerships with individual supporters of our vision, whose personal voices on the choice of a smaller family have enhanced our ability to communicate real life stories among policy campaigns.



Increasing our activities means the support we receive from funding partnerships is ever more critical. For example, we could not have flown Big Baby outside Westminster nor recruited our first full-time fundraiser to develop and grow our income, without essential support from charitable trusts and foundations.

# £21,843

(including Gift Aid) raised in our Winter Appeal to support our ambition to take PM global

It is enabling partnerships such as these that we are keen to build on in the coming years and we look forward to growing our relationships with global funders.

### MEMBERS AND SUPPORTERS

We are delighted to be able to count on the support of more than 18,000 people from 80 different countries who receive our monthly email updates. We continue to rely on the generous support of our members around the world, whose makeup also reflects a growing global reach.



### MORE AND MORE PEOPLE ARE ENGAGING WITH US

**12,600** new Facebook likes  
**7,000** followers on our new PM Español Facebook page  
**2,400** Instagram followers

**18,000** people now subscribed to our mailing list from **80 countries**  
**750,000** visitors to PM's website from **230 countries**



“The Empower to Plan project hits the core of what PM is about - doing something.”

John Davies, Empower to Plan Co-Founder

## EMPOWER TO PLAN – SUPPORTING PROJECTS AND CHANGING LIVES

Empower to Plan is PM's flagship crowdfunding scheme. Its mission is to empower women and girls across the world to make a choice on their reproductive health freely.

When women are empowered with the contraception, knowledge and freedom to take control of their fertility, a natural fall in birth rate follows.

By lowering birth rates worldwide through positive and ethical means, we will be able to achieve a slowing down of population growth to ensure the protection of the planet, its finite resources, species and ecosystems.

Our vision is of a world where women can enjoy real gender equality (UN Sustainable Development Goal number 5) and the freedom to choose family size, and of a healthy

planet that can sustain a decent quality of life for all.

Through Empower to Plan, we promote and support practical, ethical and uplifting on-the-ground education and healthcare solutions to improve the lives of women, girls and entire communities, safeguard human rights, and protect the natural world.



Many of the projects supported through Empower to Plan bring additional socioeconomic and environmental benefits to the communities they serve.

## SUPPORTING BOYS AND MEN TO EMPOWER GIRLS AND WOMEN

We began the reporting year continuing the new project with partner Dandelion Africa, supporting their initiative Boys for Change in Kenya. Thanks to the generous donations from supporters and members, Dandelion Africa were able to train 20 young men on sexual and reproductive health and gender balance. Each of the men went on to

mentor three other young men through the Boys for Change peer-to-peer training programme and implemented community action plans to advocate sexual and reproductive health for the girls and women in their villages.

## SUPPORTING YOUNG SEXUAL ASSAULT SURVIVORS

We also saw the launch of a project with new Empower to Plan partner, Jiwsi. Jiwsi was run under the Family Planning Association before its liquidation in 2019. Staff were made redundant and Jiwsi was terminated, before two former staff members went on to set up a new social enterprise Cwmni Addysg Rhyw (Sex Education Company) that would continue to run the Jiwsi project. The team consists of five volunteers and two staff members who provide needs-led relationship and sex education to vulnerable young people under the age of 25 years at a local sexual assault referral centre in North Wales. The money raised so far from generous donations has enabled Jiwsi to continue its vital work.

## RECORD-MAKING DONATIONS TO EMERGENCY APPEAL

Midway through the reporting year, the unprecedented COVID-19 outbreak spread across the globe. Our thoughts immediately went to the people and families that we met in Nairobi just months before, at the International Conference of Population and Development in November of 2019. Florence Blondel, our former

“Jiwsi works to enable young women to make positive contraception choices and choose when they want to become a parent; to ensure they don't have that choice taken away.”

Mel Gadd, Director of Jiws, Cwmni Addysg Rhyw



“Thank you Empower to Plan for your contribution towards empowering young men like me...sexual and reproductive health is not about women and girls only, it's about all of us.”

Paul, Menstrual Hygiene Champion, Boys for Change

Campaigns Officer, immediately launched two COVID-19 emergency response projects for the community-led groups KOMB GREEN Solutions and Ghettoh Clean Youth Group, located in Kibra and Korogocho, two of Kenya's largest slums, which were still recoiling from heavy rainfall and flooding of the Nairobi river as the virus began to take hold. Resources in the slums are limited, with a lack of basic hygiene and sanitation facilities. The fundraising



targets for both projects were reached in record time. Generous donations funded the provision of handwashing stations, personal protective equipment and the distribution of 6,000 free condoms to offset the shortage of contraceptives available as a result of the pandemic. The two groups, run entirely by volunteers, were additionally enabled to purchase vital equipment necessary to clean up and improve the environment of the slums, including rubbish bags for waste collection, wheelbarrows, soil and plants.

Thanks to the incredibly generous support of our members and supporters, Empower to Plan has continued to help grassroots projects around the world to deliver real and impactful change in their local communities, during a time of unparalleled crisis. We look forward to building on these successes over the next year.

A YEAR OF EMPOWER TO PLAN

THANKS TO OUR SUPPORTERS AND MEMBERS...

**£3,846** RAISED FOR BOYS FOR CHANGE, DANDELION AFRICA

**£5,314** RAISED FOR KOMB GREEN SOLUTIONS

**£2,860** RAISED FOR GHETTOH CLEAN YOUTH GROUP

**£1,034** RAISED SO FAR FOR JIWSI

**£13,054** RAISED IN TOTAL



“For girls and women of reproductive age to access contraceptives, without fear, without stigma, we must educate our young men to understand that sexual and reproductive health is a right for all women, and that when we plan, we thrive.”

Wendo Aszed, Director,  
Dandelion Africa



## Expert Advisory Group

Over the past year, our Expert Advisory Group (EAG) members have provided us with insights on the COVID-19 pandemic and its implications for our work, advised and added to our understanding of and response to diversity and equity issues, and contributed to the positive dialogue around population in the media, through their professional platforms. We are delighted to currently have global representation, with members in Taiwan, Nigeria, Kenya, Canada, Australia, Italy, the UK and the US.

**MADE UP OF INDEPENDENT EXPERTS FROM ACROSS THE WORLD AND A WIDE RANGE OF DISCIPLINES, THE EXPERT ADVISORY GROUP (EAG) ACTS AS A 'CRITICAL FRIEND' TO PM ENSURING THAT:**

**OUR ANALYSIS, RECOMMENDATIONS AND POLICY PROPOSALS ARE ACCURATE, VIABLE AND BASED ON BEST AVAILABLE KNOWLEDGE**

**WE AVOID ADVANCING POLICIES OR IDEAS WITH UNANTICIPATED ADVERSE SIDE-EFFECTS**

**WE UNDERSTAND AND INTEGRATE SOCIAL, CULTURAL AND ETHICAL CONSIDERATIONS ACROSS OUR WORK**



### DR EDU 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. A Councillor with the Association of Tropical Biology and Conservation, Dr

Effiom currently chairs its Africa Chapter. Keynote speaker at PM's 2018 Conference, 'The Last Elephant in the Room'.

### DR ELIZABETH CRIPPS

Senior Lecturer in Political Theory (University of Edinburgh) and author of *Climate Change and the Moral Agent: Individual Duties in an Interdependent World*.

### WILLIAM RYERSON

Founder and President of Population Media Centre (PMC), which works to promote population stabilisation.



### DR AMINU-KANO

Currently Director-General of the Nigerian Conservation Foundation, Dr Aminu-Kano has worked previously as an Assistant Director, Lake Chad Research Institute, Maiduguri; Project Director, Hadejia-Nguru Wetlands Project, Nigeria; and as Senior Adviser on Policy & Advocacy at the Birdlife International Secretariat, Cambridge.



### PROFESSOR HERMAN DALY

Professor Emeritus at the University of Maryland School of Public Policy. From 1988 to 1994 he was Senior Economist in the Environment Department of the World Bank. Prior to that he was alumni Professor of Economics at Louisiana State University, teaching economics for 20 years.



#### WENDO ASZED

Founder and Executive Director of Dandelion Africa, a grassroots organisation in Kenya focused on women's health and economic empowerment, providing economic and skills training, and health information to young people. Dandelion Africa is partnered with PM

through our innovative Empower To Plan programme.

#### DR REBECCA FOLJAMBE

A GP with special interest in Family Planning and Women's Health, she set-up You Before Two, a charity which encourages and enables young women to consider their own education, life choices and autonomy. PM has worked in partnership with You Before Two through our Empowerment to Plan programme.



#### JUDY LING WONG

As Honorary President of Black Environment Network (BEN), Judy is dedicated to integrating environmental, social and cultural issues in the context of sustainable development. Through connecting mainstream organisations with urban-based ethnic

minority communities, BEN enables them to engage with the environmental and heritage sectors.

#### GRAEME MAXTON

Specialising in environmental and sustainable economics, Graeme is also a lecturer and writer, co-authoring *Reinventing Prosperity* with Jorgen Randers. He was Secretary-General of the Club of Rome from 2014-18 and remains a Full Member. He is an Advisory Board Member for the United Nations Economic Commission for Europe Pathways Project.

#### PROFESSOR UGO BARDI

Teaches physical chemistry at the University of Florence, engaging in research on sustainability and energy with a special view on mineral resources, circular economy, and recycling. He is a member of the Club of Rome.

#### DR JANE O'SULLIVAN

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



#### DR NIKI RUST

An environmental social scientist at Newcastle University with expertise in sustainable food systems and environmental conservation. She is currently Principal Investigator on a project looking into how to manage the UK countryside more effectively so that it

better provides benefits for people and nature.

#### PROFESSOR JEROEN VAN DEN BERGH

ICREA Professor at the Institute of Environmental Science and Technology of Universitat Autònoma de Barcelona, and Professor of Environmental and Resource Economics at VU University, Amsterdam.

#### PROFESSOR PETER WADHAMS

Professor of Ocean Physics and Head of the Polar Ocean Physics Group in the Department of Applied Mathematics and Theoretical Physics (University of Cambridge). 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. He is author of *A Farewell to Ice* – an authoritative account of our shrinking polar ice.

#### DR PATRICK CURRY

University of Wales, Trinity St David, former lecturer at the universities of Bath Spa and Kent, and author of *Ecological Ethics*, which works to promote population stabilisation with an emphasis on social change communications.

#### PROFESSOR WILLIAM REES

Population ecologist, ecological economist, Professor Emeritus and former Director of the University of British Columbia's School of Community and Regional Planning.

#### PROFESSOR FRED NAGGS

Scientific Associate at the Natural History Museum, having retired after 42 years at the museum in September 2016, and visiting professor at Chulalongkorn University, Bangkok.

# Financial Summary

## Review of Financial Position

The irregular impact of significant one-off donations and legacies masks an underlying upward trend in income, which reflects our growing profile both in the UK and globally, together with the impact of our fundraising activities. Our expenditure too has risen, with a more consistent upward trend as we extend the range and reach of our activities on a strategic and planned basis. We have used our reserves to meet shortfalls in our income when compared with our planned expenditure, but nevertheless retain ample financial reserves ensuring that we are on a sound financial footing to continue to pursue the objectives of our strategic plan.

Total income declined by £273,322 in the year to 30 June 2020, while expenditure increased by £157,628, resulting in a deficit of £157,433, compared to a surplus of £273,517 in the previous year. However, a single legacy of £220,000, of which we were notified in the year to 30 June 2019 but did not receive until the year to 30 June 2020, accounted for the majority of the surplus for that year.

Total reserves were drawn down to fund the deficit, declining from £957,321 at 30 June 2019 to £799,888 at 30 June 2020. Unrestricted reserves at the year-end amounted to £758,930, considerably in excess of the minimum level of £330,000 required by the charity's reserves policy. A legacy of which we have been notified by 30 June 2020 but had not received, accounts for £60,000 of the unrestricted reserves at 30 June 2020.

## Income and Expenditure

Income declined year on year by £273,322 (35%) to £515,616, with regular and one-off donations playing a significant role. Our fundraising activities have focused on diversifying our income streams with campaign-focused appeals and increased targeting of grant-making trusts, while our donor base continues to expand both numerically and geographically, with contributions during the year coming from supporters in almost 50 countries.

Expenditure increased overall by £157,628 (31%) to £673,049. Spending has been allocated to the three principal areas of campaigning (advocacy and influencing policy), raising awareness (education of the public) and research (into population sustainability), all of which rose during the year. Campaigning saw the greatest increase with expenditure rising by 80% to £299,677, as the resources provided by a growing team allow us to develop increasingly targeted activities (see Activities and Performance, pages 15-18 for details), focusing

specifically on the Going Global, Smaller Families and World Population Day campaigns. We have continued to develop our website and other communication tools to support both our campaigning and awareness raising activities.

## Reserves and Investments

### Reserves

The purpose of reserves is to ensure sufficient funds for the continuing operation of the organisation in the event of a drop in income or of other risks manifesting. It is important that this policy is regularly reviewed and this is especially important for a growing charity such as Population Matters, facing additional risks, in particular the changed operating environment brought about by COVID-19. Following a review of the reserves policy, the Board has increased the minimum level of unrestricted reserves from £280,000 to £330,000. The figure equates to six months' planned expenditure or, alternatively, sufficient to cover the difference between core income and core costs for one year.

At the year-end, unrestricted reserves were £758,930, £428,930 in excess of the minimum required level of which £60,000 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 £698,930, £368,930 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 2020/21.

### Investments

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

#### BMO Global Asset Management

Exchange House, Primrose Street, London EC2A 2NY

We also have cash funds spread across a number of deposit-taking institutions, with over 50% of our cash funds now held with **CAF Bank** and **Triodos**. 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 £150,771, an increase of £694 on the opening value of £150,077 and an increase of £50,771 (51 %) on the original investment.



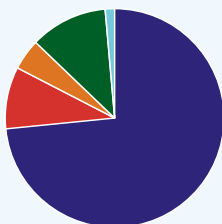
## Statement of Financial Activities for the Year Ended 30 June 2020

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

	Unrestricted funds (£)	Restricted funds (£)	2020 Total funds (£)	2019 Total funds (£)
<b>INCOME FROM</b>				
Donations	363,889	13,822	377,711	287,008
Gift aid	43,992	3,863	47,855	30,849
Grants	23,725	-	23,725	26,776
Legacies	59,169	-	59,169	437,784
Other trading activities	576	-	576	1,164
Investment income	6,580	-	6,580	5,357
<b>Total</b>	<b>497,931</b>	<b>17,685</b>	<b>515,616</b>	<b>788,938</b>
<b>EXPENDITURE ON</b>				
Fundraising	53,412	-	53,412	60,889
Campaigning	286,865	12,812	299,677	165,862
Raising awareness	269,348	14,769	284,117	258,964
Research	35,843	-	35,843	29,706
<b>Total</b>	<b>645,468</b>	<b>27,581</b>	<b>673,049</b>	<b>515,421</b>
<b>NET INCOME (EXPENDITURE)</b>	<b>(147,537)</b>	<b>(9,896)</b>	<b>(157,433)</b>	<b>273,517</b>
<b>RECONCILIATION OF FUNDS</b>				
Total funds brought forward	906,467	50,854	957,321	683,804
<b>Total funds carried forward</b>	<b>758,930</b>	<b>40,958</b>	<b>799,888</b>	<b>957,321</b>

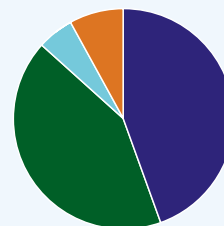
### Income 2019/20

- Donations (73%)
- Gift Aid (9%)
- Grants (5%)
- Legacies (11%)
- Other (1%)

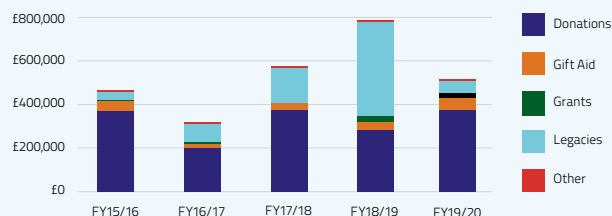


### Expenditure 2019/20

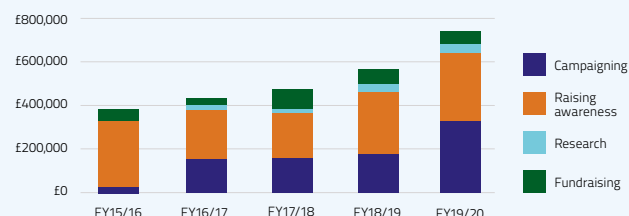
- Campaigning (45%)
- Raising awareness (42%)
- Research (5%)
- Fundraising (8%)



### Income Breakdown



### Expenditure Breakdown



## Income

Our rising profile and growing success of fundraising is reflected by the increase in donations this year, while legacy income is typically more sporadic. We are very grateful to the increasing number and range of donors and trusts that choose to support our work and enable us to carry out our activities.

## Expenditure

A planned increase in expenditure was agreed for this year as we continue to extend the range and reach of our campaigning and awareness-raising activities, not least with our commitment to going global. Raising awareness of the link between population and the sustainability agenda is at the heart of everything we do, in addition to growing the number of targeted campaign actions and ensuring that we have a robust, evidenced-based approach supported by research.

## Balance Sheet at 30th June 2020

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

	Unrestricted funds (£)	Restricted funds (£)	2020 Total funds (£)	2019 Total funds (£)
<b>FIXED ASSETS</b>				
Intangible assets	6,124	-	6,124	24,391
Tangible assets	3,648	-	3,648	1,342
	<b>9,772</b>	<b>-</b>	<b>9,772</b>	<b>25,733</b>
<b>CURRENT ASSETS</b>				
Debtors	114,410	2,348	116,758	258,875
Investments	100,000	-	100,000	100,000
Cash at bank	687,258	38,610	725,868	601,262
	<b>901,668</b>	<b>40,958</b>	<b>942,626</b>	<b>960,137</b>
<b>CREDITORS</b>				
Amounts falling due within one year	(152,510)	-	(152,510)	(28,549)
<b>NET CURRENT ASSETS</b>	<b>749,158</b>	<b>40,958</b>	<b>790,116</b>	<b>931,588</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>758,930</b>	<b>40,958</b>	<b>799,888</b>	<b>957,321</b>
<b>NET ASSETS</b>	<b>758,930</b>	<b>40,958</b>	<b>799,888</b>	<b>957,321</b>
<b>FUNDS</b>				
Unrestricted funds	-	-	758,930	906,467
Restricted funds	-	-	40,958	50,854
<b>TOTAL FUNDS</b>			<b>799,888</b>	<b>957,321</b>

## 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 Optimum Population Trust, which remains the registered name.

Registered company number: 3019081 (England and Wales)

Registered charity number: 1114109 (England and Wales)

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

### Board Activities and Composition

#### MEETINGS

The Board held four meetings during the year. The last was held virtually to reduce potential exposure and transmission of COVID-19.

#### COMMITTEES

There are two Board sub-committees: the Finance, Risk, Investments and Audit Committee (FRIA), chaired by the Vice-Chair and the Nominations Committee, chaired by the Chair.

#### APPOINTMENT PROCESS

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, relevant knowledge and experience and who will improve representation of significant socio-demographic segments. However, guarantor members may stand for election as a Board member without a Board recommendation. Board members may be co-opted during the year, but their appointment must be confirmed by 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 years, it must justify that recommendation 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. During the financial year, the Board recommended the reappointment of Stephen Bown and Harry Cripps for a tenth consecutive year – both Board members were closely involved in the process of establishing the Expert Advisory Group and it was deemed that if they were to step down from the Board during the year it would be detrimental to that process.

### SKILLS AND RECRUITMENT

The Board seeks to encompass functional skills and experience relevant to the activities of the charity, in addition to those with a strategic skillset, and regularly reviews 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 £1,400 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.

## Officers During Year

**Chair** – **TERRY MURPHY** to 30/11/19,  
**SARA PARKIN OBE** from 18/01/20

**Vice Chair** – **FIONA MCKENZIE**

The Vice Chair acts as the senior independent director.

**Honorary Treasurer** – **PERCY KELLAND**

Percy is a Chartered Accountant (FCA) with more than 38 years' experience in the voluntary and commercial sectors. He worked for 21 years for KPMG, 6 years at director level in industry, and 11 years as a self-employed business adviser.

## Directors During Year

### MAGGIE AVISON

A freelance researcher, Maggie has been involved in the charity sector for more than 15 years and has worked at and volunteered with several animal welfare and environmental charities.

### 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, his career has included pollution control, water and waste minimisation, energy optimisation and development of environmentally sustainable technology.

### JOHN DAVIES

John is a retired teacher with experience in business. Involved in setting up and running PM's local groups, he works to develop measurable, effective engagement.

### REBECCA FOLJAMBE

Rebecca is an NHS GP with a special interest in Family Planning and Women's Health. She is also the founder of You Before Two, a charity which empowers young women to value and protect their autonomy before making reproductive choices.

### PIP HAYES

A semi-retired GP in Devon, Pip was a member of the PM Board previously and has recently re-joined. 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.

### ANNA HUGHES

Anna is a qualified teacher and is currently a director of Flight Free UK, which campaigns for a reduction in aviation. She has appeared in several media interviews representing PM and speaking about her decision to remain child-free.

### 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 Global Canopy.

### TERRY MURPHY

Formerly a Navy Officer, Terry has spent nearly 30 years founding, running and advising businesses and organisations. He brings a strategic perspective to the population discussion.

### EMMA OLLIFF

Emma is an ecologist focusing on farming and its future. She is working on a project called RegenerEat, which aims to build holistic food systems that reconnect people with their ecosystem.

### CHRIS PADLEY

Chris is retired, a life-long campaigner on environmental issues. He was a Town Councillor for 27 years and twice Town Mayor. He managed the PM Letter Writers' group for 10 years.

### 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	Number of Board meetings attended as a Board member during the year
Maggie Avison	15/10/2011	-	4 of 4
Stephen Bown	07/11/2009	-	4 of 4
Harry Cripps	07/11/2009	-	4 of 4
John Davies	10/10/2015	-	4 of 4
Rebecca Foljambe	30/11/2019	-	1 of 2
Pip Hayes	06/10/2018	-	4 of 4
Anna Hughes	06/10/2018	-	4 of 4
Fiona McKenzie	17/02/2015	-	4 of 4
Terry Murphy	21/10/2017	30/11/2019	1 of 1
Emma Olliff	21/10/2017	-	2 of 4
Chris Padley	30/11/2019	-	4 of 4
Sara Parkin	18/06/2019	-	4 of 4
Ascanio Vitale	10/10/2015	-	4 of 4



# Audit, Bankers and Risk

## Audit

### Audit committee

The charity's income and assets are below the financial threshold at which an audit is required and consequently we do not have an audit committee. An independent examination of the financial statements is undertaken, overseen by our treasurer. We do not believe that a formal internal audit function is required at this stage in our development but the Board has established a Finance, Risk, Investment and Audit Committee (FRIA) to help Trustees meet their responsibilities by providing oversight of a charity's systems of internal control, risk management and financial reporting.

### 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 has provided limited payroll and other administrative services to the company, but 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.

As mentioned above, the Board has established a Finance, Risk, Investment and Audit Committee (FRIA) to help Trustees meet their responsibilities by providing oversight of a charity's systems of internal control, risk management and financial reporting. 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.

The impact of the COVID-19 pandemic is a new risk and is being closely monitored by the Board. Population Matters operates as a virtual organisation, with all staff working from home, so the effect on working practices has been relatively minor. The impact on fundraising has also been limited so far: unlike some charities, we are not reliant on charity shop income or community fundraising activities for our income and the relatively few cancellations of direct debits have been offset by new members joining. The economic environment remains uncertain and we will continue to diversify our income streams to mitigate the risk of a fall in any one area. In order to reduce potential exposure and transmission of COVID-19, meetings of the operational team and the Board are being held virtually and we have put in place processes to minimise the impact of staff absences.

In common with many charities, the key ongoing 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 through the charity firmly rebutting any misrepresentation and false allegations levelled at it and 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 process, 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 source and we are developing a fundraising strategy to diversify income sources.

## Insurances

Population Matters holds the following insurances with:

### CaSE Insurance

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

- Employers' liability
- Public liability
- Products liability
- Legal expenses
- Business equipment – all risks
- Equipment breakdown
- Executive risks – Trustees, Directors or 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.

“

**THE CLIMATE CRISIS THAT NOW THREATENS LIFE ON EARTH AS WE KNOW IT RESULTS FROM A COMBINATION OF DIFFERENT HUMAN ACTIVITIES, INCLUDING THE POLLUTION OF LAND, AIR AND WATER, OUR RECKLESS BURNING OF FOSSIL FUELS, THE DESTRUCTION OF FORESTS, EXTREME POVERTY, AND THE UNSUSTAINABLE LIFESTYLES OF SO MANY OF US. AND ALL OF THIS IS IMPACTED BY THE RELENTLESS GROWTH OF HUMAN POPULATIONS AND THEIR LIVESTOCK. EDUCATING AND EMPOWERING WOMEN AND GIRLS AND PROVIDING FAMILY PLANNING INFORMATION ENABLES MORE PEOPLE TO CHOOSE THE SIZE OF THEIR FAMILIES. AND CHOOSING TO HAVE FEWER CHILDREN IS ONE OF THE MOST IMPORTANT CHOICES WE CAN MAKE.**

DAME JANE GOODALL  
PM PATRON

”



TM

**Every choice counts**

Designed by D8, d8.uk

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

**REPORT OF THE TRUSTEES AND**  
**FINANCIAL STATEMENTS FOR THE YEAR ENDED 30TH JUNE 2020**  
**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 2020**

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

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

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 2020. 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 wave of public awareness and corresponding policy action on overpopulation and unsustainable consumption.

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.

**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 2020**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Trustees**

P.A. Hayes	
H.R. Cripps	
S.G. Bown	
M. Avison	
F.J. McKenzie	
A. Vitale	
J.E. Davies	
E.D. Olliff	
T.M. Murphy (Chair)	- resigned 30/11/2019
A.V. Hughes	
S.L. Parkin (Chair)	
C. Padley	- appointed 30/11/2019
R.J. Foljambe	- appointed 30/11/2019

**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 24th October 2020 and signed on its behalf by:



.....  
S.L. Parkin (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 2020.

**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.

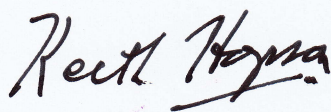
**Independent examiner's statement**

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

24th October 2020

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

**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

		Unrestricted funds	Restricted funds	Total 2020 funds	Total 2019 funds
	Notes	£	£	£	£
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	490,775	17,685	508,460	782,417
Other trading activities	3	576	-	576	1,164
Investment income	4	<u>6,580</u>	<u>-</u>	<u>6,580</u>	<u>5,357</u>
<b>Total</b>		497,931	17,685	515,616	788,938
<b>EXPENDITURE ON</b>					
Raising funds	5	53,412	-	53,412	60,889
<b>Charitable activities</b>	6				
Campaigning		286,865	12,812	299,677	165,862
Raising awareness		269,348	14,769	284,117	258,964
Research		<u>35,843</u>	<u>-</u>	<u>35,843</u>	<u>29,706</u>
<b>Total</b>		645,468	27,581	673,049	515,421
<b>NET INCOME/(EXPENDITURE)</b>		(147,537)	(9,896)	(157,433)	273,517
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		906,467	50,854	957,321	683,804
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>758,930</u>	<u>40,958</u>	<u>799,888</u>	<u>957,321</u>

**CONTINUING OPERATIONS**

All income and expenditure has arisen from continuing activities.

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

**BALANCE SHEET**  
**AT 30TH JUNE 2020**

	Notes	Unrestricted funds £	Restricted funds £	Total 2020 funds £	Total 2019 funds £
<b>FIXED ASSETS</b>					
Intangible assets	12	6,124	-	6,124	24,391
Tangible assets	13	<u>3,648</u>	<u>-</u>	<u>3,648</u>	<u>1,342</u>
		9,772	-	9,772	25,733
<b>CURRENT ASSETS</b>					
Debtors	14	114,410	2,348	116,758	258,875
Investments	15	100,000	-	100,000	100,000
Cash at bank		<u>687,258</u>	<u>38,610</u>	<u>725,868</u>	<u>601,262</u>
		901,668	40,958	942,626	960,137
<b>CREDITORS</b>					
Amounts falling due within one year	16	<u>(152,510)</u>	<u>-</u>	<u>(152,510)</u>	<u>(28,549)</u>
<b>NET CURRENT ASSETS</b>		<u>749,158</u>	<u>40,958</u>	<u>790,116</u>	<u>931,588</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>758,930</u>	<u>40,958</u>	<u>799,888</u>	<u>957,321</u>
<b>NET ASSETS</b>		<u>758,930</u>	<u>40,958</u>	<u>799,888</u>	<u>957,321</u>
<b>FUNDS</b>	17				
Unrestricted funds				758,930	906,467
Restricted funds				<u>40,958</u>	<u>50,854</u>
<b>TOTAL FUNDS</b>				<u>799,888</u>	<u>957,321</u>

The notes form part of these financial statements



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

**BALANCE SHEET - CONTINUED**  
**AT 30TH JUNE 2020**

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th June 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th June 2020 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

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

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

The financial statements were approved by the Board of Trustees on 24th October 2020 and were signed on its behalf by:

A handwritten signature in black ink, appearing to read 'S.L. Parkin', is written over a horizontal line.

S.L. Parkin (Chair) -Trustee

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

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**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. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**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 2020**

**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**

	2020	2019
	£	£
Donations	377,711	287,008
Gift aid tax	47,855	30,849
Grants	23,725	26,776
Legacies	<u>59,169</u>	<u>437,784</u>
	<u>508,460</u>	<u>782,417</u>

**3. OTHER TRADING ACTIVITIES**

	2020	2019
	£	£
Sales	<u>576</u>	<u>1,164</u>

**4. INVESTMENT INCOME**

	2020	2019
	£	£
Investment fund distributions	3,005	2,904
Deposit account interest	<u>3,575</u>	<u>2,453</u>
	<u>6,580</u>	<u>5,357</u>



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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**5. RAISING FUNDS**

	2020	2019
	£	£
Direct	13,716	16,089
Events	483	4,245
Advertising, promotion and website	8,385	9,168
Support costs	<u>30,828</u>	<u>31,387</u>
	<u>53,412</u>	<u>60,889</u>

**6. CHARITABLE ACTIVITIES COSTS**

Activity or programme	Activities undertaken directly £	Support costs £	Total £
Campaigning	190,158	109,519	299,677
Raising awareness	158,257	125,860	284,117
Research	<u>22,743</u>	<u>13,100</u>	<u>35,843</u>
Total	<u>371,158</u>	<u>248,479</u>	<u>619,637</u>

**7. SUPPORT COSTS**

Support cost	Raising funds £	Advocacy £	Education £	Research £	Total £	Basis of allocation
Governance	0	33,435	27,825	3,999	65,259	1
Membership & finance	23,143	0	34,714	0	57,857	2
Website & IT	1,942	19,229	16,003	2,300	39,474	1
Other personnel related costs	3,003	29,728	24,741	3,556	61,028	1
Office costs	400	3,959	3,295	474	8,128	1
Other	<u>2,340</u>	<u>23,168</u>	<u>19,282</u>	<u>2,771</u>	<u>47,561</u>	1
Total	<u>30,828</u>	<u>109,519</u>	<u>125,860</u>	<u>13,100</u>	<u>279,307</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 finance & membership manager in each area, based on available timesheet information.

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

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

	2020	2019
	£	£
Depreciation - owned assets	1,487	653
Trademarks amortisation	32	86
Website costs amortisation	<u>18,235</u>	<u>12,158</u>

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**9. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 30th June 2020 nor for the year ended 30th June 2019.

T. M. Murphy received £1,400 in respect of his consultancy input to the strategic plan. No other Board member has a pecuniary interest in the activities of the organisation nor were any remunerated other than for modest expenses. No 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**

	2020	2019
	£	£
Trustees' expenses	<u>1,179</u>	<u>2,574</u>

**10. STAFF COSTS**

	2020	2019
	£	£
Wages and salaries	166,746	139,572
Social security costs	15,035	11,449
Other pension costs	<u>9,350</u>	<u>7,207</u>
	<u>191,131</u>	<u>158,228</u>

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

	2020	2019
Administration	<u>5</u>	<u>4</u>

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

	2020	2019
£60,001 - £70,000	<u>1</u>	<u>1</u>

The charity carries out its operations by engaging a mix of full time and part time staff, self employed contractors, interns and volunteers.

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**11. 2019 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	746,302	36,115	782,417
Other trading activities	1,164	-	1,164
Investment income	<u>5,357</u>	<u>-</u>	<u>5,357</u>
<b>Total</b>	752,823	36,115	788,938
 <b>EXPENDITURE ON</b>			
Raising funds	60,889	-	60,889
<b>Charitable activities</b>			
Campaigning	136,277	29,585	165,862
Raising awareness	246,908	12,056	258,964
Research	<u>20,065</u>	<u>9,641</u>	<u>29,706</u>
<b>Total</b>	464,139	51,282	515,421
 <b>NET INCOME/(EXPENDITURE)</b>	288,684	(15,167)	273,517
 <b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>	617,783	66,021	683,804
 <b>TOTAL FUNDS CARRIED FORWARD</b>	<u>906,467</u>	<u>50,854</u>	<u>957,321</u>

**12. INTANGIBLE FIXED ASSETS**

	Domain names £	Trademarks £	Website costs £	Totals £
<b>COST</b>				
At 1st July 2019	<u>4,000</u>	<u>875</u>	<u>36,472</u>	<u>41,347</u>
 <b>AMORTISATION</b>				
At 1st July 2019	3,999	800	12,157	16,956
Charge for year	<u>-</u>	<u>32</u>	<u>18,235</u>	<u>18,267</u>
At 30th June 2020	<u>3,999</u>	<u>832</u>	<u>30,392</u>	<u>35,223</u>
 <b>NET BOOK VALUE</b>				
At 30th June 2020	<u>1</u>	<u>43</u>	<u>6,080</u>	<u>6,124</u>
At 30th June 2019	<u>1</u>	<u>75</u>	<u>24,315</u>	<u>24,391</u>

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**13. TANGIBLE FIXED ASSETS**

	Office equipment £
<b>COST</b>	
At 1st July 2019	5,371
Additions	<u>3,793</u>
At 30th June 2020	<u>9,164</u>
 <b>DEPRECIATION</b>	
At 1st July 2019	4,029
Charge for year	<u>1,487</u>
At 30th June 2020	<u>5,516</u>
 <b>NET BOOK VALUE</b>	
At 30th June 2020	<u>3,648</u>
At 30th June 2019	<u>1,342</u>

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

	2020 £	2019 £
Gift aid debtors	48,093	30,203
Legacies accrued	60,000	222,450
Prepayments	<u>8,665</u>	<u>6,222</u>
	<u>116,758</u>	<u>258,875</u>

**15. CURRENT ASSET INVESTMENTS**

	2020 £	2019 £
Listed investments	<u>100,000</u>	<u>100,000</u>

The market valuation of the investments at the balance sheet date was £150,771 (previous year - £150,077).

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

	2020 £	2019 £
Owed to suppliers	55,528	22,142
Accrued expenses	<u>96,982</u>	<u>6,407</u>
	<u>152,510</u>	<u>28,549</u>



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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**17. MOVEMENT IN FUNDS**

	<b>At 1.7.19</b>	Net movement in funds	<b>At 30.6.20</b>
	£	£	£
<b>Unrestricted funds</b>			
General fund	906,467	(147,537)	758,930
<b>Restricted funds</b>			
Empower to Plan	25,925	(6,253)	19,672
Advertising Appeal Fund	1,847	-	1,847
Campaign Video	9,395	-	9,395
World Population Day	13,687	(12,812)	875
Going Global	-	9,169	9,169
	50,854	(9,896)	40,958
<b>TOTAL FUNDS</b>	<u>957,321</u>	<u>(157,433)</u>	<u>799,888</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	497,931	(645,468)	(147,537)
<b>Restricted funds</b>			
Empower to Plan	8,516	(14,769)	(6,253)
World Population Day	-	(12,812)	(12,812)
Going Global	9,169	-	9,169
	17,685	(27,581)	(9,896)
<b>TOTAL FUNDS</b>	<u>515,616</u>	<u>(673,049)</u>	<u>(157,433)</u>

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**17. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	<b>At 1.7.18</b>	<b>Net movement</b>	<b>At 30.6.19</b>
	<b>£</b>	<b>in funds</b>	<b>£</b>
		<b>£</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>	<b>683,804</b>	<b>273,517</b>	<b>957,321</b>

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

	<b>Incoming</b>	<b>Resources</b>	<b>Movement in</b>
	<b>resources</b>	<b>expended</b>	<b>funds</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<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)
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
Education Project	-	(812)	(812)
	36,115	(51,282)	(15,167)
<b>TOTAL FUNDS</b>	<b>788,938</b>	<b>(515,421)</b>	<b>273,517</b>

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**17. MOVEMENT IN FUNDS - continued**

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

	<b>At 1.7.18</b>	<b>Net movement in funds</b>	<b>At 30.6.20</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Unrestricted funds</b>			
General fund	617,783	141,147	758,930
<b>Restricted funds</b>			
Empower to Plan	27,508	(7,836)	19,672
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	-	875	875
Going Global	-	9,169	9,169
	<u>66,021</u>	<u>(25,063)</u>	<u>40,958</u>
<b>TOTAL FUNDS</b>	<u>683,804</u>	<u>116,084</u>	<u>799,888</u>

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

	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Movement in funds</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Unrestricted funds</b>			
General fund	1,250,754	(1,109,607)	141,147
<b>Restricted funds</b>			
Empower to Plan	20,278	(28,114)	(7,836)
Sustainable Population Policy	960	(19,382)	(18,422)
World Population Day	23,393	(22,518)	875
Going Global	9,169	-	9,169
Education Project	-	(812)	(812)
Advertising Appeal Fund	-	(2,150)	(2,150)
Campaign Video	-	(5,887)	(5,887)
	<u>53,800</u>	<u>(78,863)</u>	<u>(25,063)</u>
<b>TOTAL FUNDS</b>	<u>1,304,554</u>	<u>(1,188,470)</u>	<u>116,084</u>

**18. RELATED PARTY DISCLOSURES**

T. M. Murphy received £1,400 in respect of his consultancy input to the strategic plan. There were no other related party transactions for the year ended 30th June 2020.

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

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

	<b>2020</b>	<b>2019</b>
	£	£
<b>INCOME</b>		
<b>Donations and legacies</b>		
Donations	377,711	287,008
Gift aid tax	47,855	30,849
Grants	23,725	26,776
Legacies	59,169	437,784
Sales	576	1,164
Investment fund distributions	3,005	2,904
Deposit account interest	<u>3,575</u>	<u>2,453</u>
<b>Total incoming resources</b>	<b>515,616</b>	<b>788,938</b>
<b>EXPENDITURE</b>		
Advertising and PR	22,152	24,005
Campaign costs	78,313	17,270
Events	3,306	21,773
Promotional materials	7,957	14,924
Publications	13,889	9,255
Website & IT	71,496	61,849
AGM & Board meetings	1,630	2,276
Trustee expenses	1,179	2,327
Professional fees	36,020	6,348
Other governance	10,772	21,986
Staff	230,490	158,997
Interns & contractors	131,822	124,953
Travel & meetings	25,882	14,914
Fundraising	10,747	16,089
Grants	12,918	8,255
Office costs	8,128	5,933
Other	<u>6,348</u>	<u>4,267</u>
<b>Total resources expended</b>	<b>673,049</b>	<b>515,421</b>
<b>Net (expenditure)/income</b>	<b><u>(157,433)</u></b>	<b><u>273,517</u></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 2020**  
**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 2020**

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Detailed Statement of Financial Activities	16

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

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

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 2020. 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 wave of public awareness and corresponding policy action on overpopulation and unsustainable consumption.

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.

**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 2020**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Trustees**

P.A. Hayes	
H.R. Cripps	
S.G. Bown	
M. Avison	
F.J. McKenzie	
A. Vitale	
J.E. Davies	
E.D. Olliff	
T.M. Murphy (Chair)	- resigned 30/11/2019
A.V. Hughes	
S.L. Parkin (Chair)	
C. Padley	- appointed 30/11/2019
R.J. Foljambe	- appointed 30/11/2019

**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 24th October 2020 and signed on its behalf by:



.....  
S.L. Parkin (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 2020.

**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.

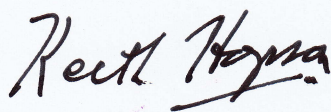
**Independent examiner's statement**

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

24th October 2020

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

**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

		Unrestricted funds	Restricted funds	Total 2020 funds	Total 2019 funds
	Notes	£	£	£	£
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	490,775	17,685	508,460	782,417
Other trading activities	3	576	-	576	1,164
Investment income	4	<u>6,580</u>	<u>-</u>	<u>6,580</u>	<u>5,357</u>
<b>Total</b>		497,931	17,685	515,616	788,938
 <b>EXPENDITURE ON</b>					
Raising funds	5	53,412	-	53,412	60,889
<b>Charitable activities</b>	6				
Campaigning		286,865	12,812	299,677	165,862
Raising awareness		269,348	14,769	284,117	258,964
Research		<u>35,843</u>	<u>-</u>	<u>35,843</u>	<u>29,706</u>
<b>Total</b>		645,468	27,581	673,049	515,421
<b>NET INCOME/(EXPENDITURE)</b>		(147,537)	(9,896)	(157,433)	273,517
 <b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		906,467	50,854	957,321	683,804
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>758,930</u>	<u>40,958</u>	<u>799,888</u>	<u>957,321</u>

**CONTINUING OPERATIONS**

All income and expenditure has arisen from continuing activities.

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

**BALANCE SHEET**  
**AT 30TH JUNE 2020**

	Notes	Unrestricted funds £	Restricted funds £	Total 2020 funds £	Total 2019 funds £
<b>FIXED ASSETS</b>					
Intangible assets	12	6,124	-	6,124	24,391
Tangible assets	13	<u>3,648</u>	<u>-</u>	<u>3,648</u>	<u>1,342</u>
		9,772	-	9,772	25,733
<b>CURRENT ASSETS</b>					
Debtors	14	114,410	2,348	116,758	258,875
Investments	15	100,000	-	100,000	100,000
Cash at bank		<u>687,258</u>	<u>38,610</u>	<u>725,868</u>	<u>601,262</u>
		901,668	40,958	942,626	960,137
<b>CREDITORS</b>					
Amounts falling due within one year	16	<u>(152,510)</u>	<u>-</u>	<u>(152,510)</u>	<u>(28,549)</u>
<b>NET CURRENT ASSETS</b>		<u>749,158</u>	<u>40,958</u>	<u>790,116</u>	<u>931,588</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>758,930</u>	<u>40,958</u>	<u>799,888</u>	<u>957,321</u>
<b>NET ASSETS</b>		<u>758,930</u>	<u>40,958</u>	<u>799,888</u>	<u>957,321</u>
<b>FUNDS</b>	17				
Unrestricted funds				758,930	906,467
Restricted funds				<u>40,958</u>	<u>50,854</u>
<b>TOTAL FUNDS</b>				<u>799,888</u>	<u>957,321</u>

The notes form part of these financial statements

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

**BALANCE SHEET - CONTINUED**  
**AT 30TH JUNE 2020**

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th June 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 30th June 2020 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

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

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

The financial statements were approved by the Board of Trustees on 24th October 2020 and were signed on its behalf by:

A handwritten signature in black ink, appearing to read 'S.L. Parkin', is written over a horizontal line.

S.L. Parkin (Chair) -Trustee

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

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**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. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**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 2020**

**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**

	2020	2019
	£	£
Donations	377,711	287,008
Gift aid tax	47,855	30,849
Grants	23,725	26,776
Legacies	<u>59,169</u>	<u>437,784</u>
	<u>508,460</u>	<u>782,417</u>

**3. OTHER TRADING ACTIVITIES**

	2020	2019
	£	£
Sales	<u>576</u>	<u>1,164</u>

**4. INVESTMENT INCOME**

	2020	2019
	£	£
Investment fund distributions	3,005	2,904
Deposit account interest	<u>3,575</u>	<u>2,453</u>
	<u>6,580</u>	<u>5,357</u>

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**5. RAISING FUNDS**

	2020	2019
	£	£
Direct	13,716	16,089
Events	483	4,245
Advertising, promotion and website	8,385	9,168
Support costs	<u>30,828</u>	<u>31,387</u>
	<u>53,412</u>	<u>60,889</u>

**6. CHARITABLE ACTIVITIES COSTS**

Activity or programme	Activities undertaken directly £	Support costs £	Total £
Campaigning	190,158	109,519	299,677
Raising awareness	158,257	125,860	284,117
Research	<u>22,743</u>	<u>13,100</u>	<u>35,843</u>
Total	<u>371,158</u>	<u>248,479</u>	<u>619,637</u>

**7. SUPPORT COSTS**

Support cost	Raising funds £	Advocacy £	Education £	Research £	Total £	Basis of allocation
Governance	0	33,435	27,825	3,999	65,259	1
Membership & finance	23,143	0	34,714	0	57,857	2
Website & IT	1,942	19,229	16,003	2,300	39,474	1
Other personnel related costs	3,003	29,728	24,741	3,556	61,028	1
Office costs	400	3,959	3,295	474	8,128	1
Other	<u>2,340</u>	<u>23,168</u>	<u>19,282</u>	<u>2,771</u>	<u>47,561</u>	1
Total	<u>30,828</u>	<u>109,519</u>	<u>125,860</u>	<u>13,100</u>	<u>279,307</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 finance & membership manager in each area, based on available timesheet information.

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

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

	2020	2019
	£	£
Depreciation - owned assets	1,487	653
Trademarks amortisation	32	86
Website costs amortisation	<u>18,235</u>	<u>12,158</u>

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**9. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 30th June 2020 nor for the year ended 30th June 2019.

T. M. Murphy received £1,400 in respect of his consultancy input to the strategic plan. No other Board member has a pecuniary interest in the activities of the organisation nor were any remunerated other than for modest expenses. No 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**

	2020	2019
	£	£
Trustees' expenses	<u>1,179</u>	<u>2,574</u>

**10. STAFF COSTS**

	2020	2019
	£	£
Wages and salaries	166,746	139,572
Social security costs	15,035	11,449
Other pension costs	<u>9,350</u>	<u>7,207</u>
	<u>191,131</u>	<u>158,228</u>

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

	2020	2019
Administration	<u>5</u>	<u>4</u>

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

	2020	2019
£60,001 - £70,000	<u>1</u>	<u>1</u>

The charity carries out its operations by engaging a mix of full time and part time staff, self employed contractors, interns and volunteers.

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**11. 2019 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	746,302	36,115	782,417
Other trading activities	1,164	-	1,164
Investment income	<u>5,357</u>	<u>-</u>	<u>5,357</u>
<b>Total</b>	752,823	36,115	788,938
 <b>EXPENDITURE ON</b>			
Raising funds	60,889	-	60,889
<b>Charitable activities</b>			
Campaigning	136,277	29,585	165,862
Raising awareness	246,908	12,056	258,964
Research	<u>20,065</u>	<u>9,641</u>	<u>29,706</u>
<b>Total</b>	464,139	51,282	515,421
 <b>NET INCOME/(EXPENDITURE)</b>	288,684	(15,167)	273,517
 <b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>	617,783	66,021	683,804
 <b>TOTAL FUNDS CARRIED FORWARD</b>	<u>906,467</u>	<u>50,854</u>	<u>957,321</u>

**12. INTANGIBLE FIXED ASSETS**

	Domain names £	Trademarks £	Website costs £	Totals £
<b>COST</b>				
At 1st July 2019	<u>4,000</u>	<u>875</u>	<u>36,472</u>	<u>41,347</u>
 <b>AMORTISATION</b>				
At 1st July 2019	3,999	800	12,157	16,956
Charge for year	<u>-</u>	<u>32</u>	<u>18,235</u>	<u>18,267</u>
At 30th June 2020	<u>3,999</u>	<u>832</u>	<u>30,392</u>	<u>35,223</u>
 <b>NET BOOK VALUE</b>				
At 30th June 2020	<u>1</u>	<u>43</u>	<u>6,080</u>	<u>6,124</u>
At 30th June 2019	<u>1</u>	<u>75</u>	<u>24,315</u>	<u>24,391</u>

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**13. TANGIBLE FIXED ASSETS**

	Office equipment £
<b>COST</b>	
At 1st July 2019	5,371
Additions	<u>3,793</u>
At 30th June 2020	<u>9,164</u>
<b>DEPRECIATION</b>	
At 1st July 2019	4,029
Charge for year	<u>1,487</u>
At 30th June 2020	<u>5,516</u>
<b>NET BOOK VALUE</b>	
At 30th June 2020	<u>3,648</u>
At 30th June 2019	<u>1,342</u>

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

	2020 £	2019 £
Gift aid debtors	48,093	30,203
Legacies accrued	60,000	222,450
Prepayments	<u>8,665</u>	<u>6,222</u>
	<u>116,758</u>	<u>258,875</u>

**15. CURRENT ASSET INVESTMENTS**

	2020 £	2019 £
Listed investments	<u>100,000</u>	<u>100,000</u>

The market valuation of the investments at the balance sheet date was £150,771 (previous year - £150,077).

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

	2020 £	2019 £
Owed to suppliers	55,528	22,142
Accrued expenses	<u>96,982</u>	<u>6,407</u>
	<u>152,510</u>	<u>28,549</u>



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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**17. MOVEMENT IN FUNDS**

	<b>At 1.7.19</b>	Net movement in funds	<b>At 30.6.20</b>
	£	£	£
<b>Unrestricted funds</b>			
General fund	906,467	(147,537)	758,930
<b>Restricted funds</b>			
Empower to Plan	25,925	(6,253)	19,672
Advertising Appeal Fund	1,847	-	1,847
Campaign Video	9,395	-	9,395
World Population Day	13,687	(12,812)	875
Going Global	-	9,169	9,169
	<u>50,854</u>	<u>(9,896)</u>	<u>40,958</u>
<b>TOTAL FUNDS</b>	<u><u>957,321</u></u>	<u><u>(157,433)</u></u>	<u><u>799,888</u></u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	497,931	(645,468)	(147,537)
<b>Restricted funds</b>			
Empower to Plan	8,516	(14,769)	(6,253)
World Population Day	-	(12,812)	(12,812)
Going Global	<u>9,169</u>	<u>-</u>	<u>9,169</u>
	<u>17,685</u>	<u>(27,581)</u>	<u>(9,896)</u>
<b>TOTAL FUNDS</b>	<u><u>515,616</u></u>	<u><u>(673,049)</u></u>	<u><u>(157,433)</u></u>

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**17. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	<b>At 1.7.18</b>	<b>Net movement</b>	<b>At 30.6.19</b>
	<b>£</b>	<b>in funds</b>	<b>£</b>
		<b>£</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>	<b>683,804</b>	<b>273,517</b>	<b>957,321</b>

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

	<b>Incoming</b>	<b>Resources</b>	<b>Movement in</b>
	<b>resources</b>	<b>expended</b>	<b>funds</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<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)
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
Education Project	-	(812)	(812)
	36,115	(51,282)	(15,167)
<b>TOTAL FUNDS</b>	<b>788,938</b>	<b>(515,421)</b>	<b>273,517</b>

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

**NOTES TO THE FINANCIAL STATEMENTS - CONTINUED**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

**17. MOVEMENT IN FUNDS - continued**

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

	<b>At 1.7.18</b>	<b>Net movement in funds</b>	<b>At 30.6.20</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Unrestricted funds</b>			
General fund	617,783	141,147	758,930
<b>Restricted funds</b>			
Empower to Plan	27,508	(7,836)	19,672
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	-	875	875
Going Global	-	9,169	9,169
	<u>66,021</u>	<u>(25,063)</u>	<u>40,958</u>
<b>TOTAL FUNDS</b>	<u>683,804</u>	<u>116,084</u>	<u>799,888</u>

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

	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Movement in funds</b>
	<b>£</b>	<b>£</b>	<b>£</b>
<b>Unrestricted funds</b>			
General fund	1,250,754	(1,109,607)	141,147
<b>Restricted funds</b>			
Empower to Plan	20,278	(28,114)	(7,836)
Sustainable Population Policy	960	(19,382)	(18,422)
World Population Day	23,393	(22,518)	875
Going Global	9,169	-	9,169
Education Project	-	(812)	(812)
Advertising Appeal Fund	-	(2,150)	(2,150)
Campaign Video	-	(5,887)	(5,887)
	<u>53,800</u>	<u>(78,863)</u>	<u>(25,063)</u>
<b>TOTAL FUNDS</b>	<u>1,304,554</u>	<u>(1,188,470)</u>	<u>116,084</u>

**18. RELATED PARTY DISCLOSURES**

T. M. Murphy received £1,400 in respect of his consultancy input to the strategic plan. There were no other related party transactions for the year ended 30th June 2020.

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

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 30TH JUNE 2020**

	<b>2020</b>	<b>2019</b>
	£	£
<b>INCOME</b>		
<b>Donations and legacies</b>		
Donations	377,711	287,008
Gift aid tax	47,855	30,849
Grants	23,725	26,776
Legacies	59,169	437,784
Sales	576	1,164
Investment fund distributions	3,005	2,904
Deposit account interest	<u>3,575</u>	<u>2,453</u>
<b>Total incoming resources</b>	<b>515,616</b>	<b>788,938</b>
<b>EXPENDITURE</b>		
Advertising and PR	22,152	24,005
Campaign costs	78,313	17,270
Events	3,306	21,773
Promotional materials	7,957	14,924
Publications	13,889	9,255
Website & IT	71,496	61,849
AGM & Board meetings	1,630	2,276
Trustee expenses	1,179	2,327
Professional fees	36,020	6,348
Other governance	10,772	21,986
Staff	230,490	158,997
Interns & contractors	131,822	124,953
Travel & meetings	25,882	14,914
Fundraising	10,747	16,089
Grants	12,918	8,255
Office costs	8,128	5,933
Other	<u>6,348</u>	<u>4,267</u>
<b>Total resources expended</b>	<b>673,049</b>	<b>515,421</b>
<b>Net (expenditure)/income</b>	<b><u>(157,433)</u></b>	<b><u>273,517</u></b>