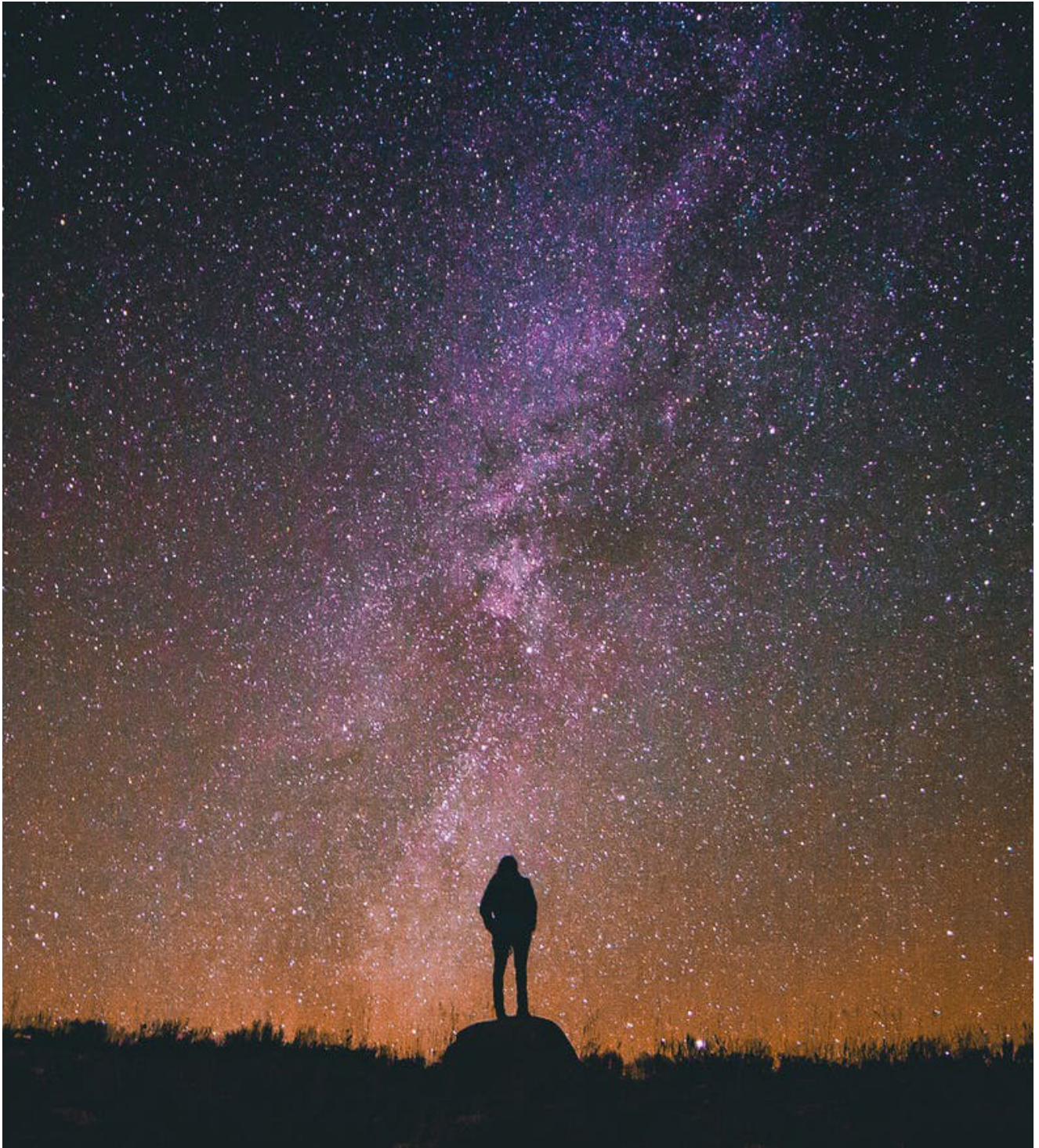


2018 ANNUAL REPORT

MOVING TOWARDS A COMPASSIONATE AND SUSTAINABLE
WORLD, FOUNDED ON THE GOLDEN RULE: TREAT OTHERS
AND THE PLANET AS YOU WOULD WISH TO BE TREATED.



Reboot
the Future



BOARD OF TRUSTEES

Kim Polman (Co-founder and Chair)

Jeremy Bradshaw

Ami Shpiro

Amanda Jenkins (from April 2019)

Nik Hartley (from April 2019)

REGISTERED OFFICE:

45 Priory Avenue, London, W4 1TZ

www.rebootthefuture.org



@FutureReboot



[www.Facebook.com/FutureReboot](https://www.facebook.com/FutureReboot)

The Foundation is a registered charity (No. 1175117) and with a parallel incorporated business (Reboot the Future Ltd, Company No. 10532004) to support trading activities including book sales. 100% of company profits are invested back into the foundation.

LETTER FROM OUR CHAIR



In 2016, my co-founder Stephen Vasconcellos-Sharpe and I invited 25 of the world's most respected leaders and thinkers to build potential roadmaps across business and government, based on understanding the potential power of the Golden Rule.

The result was our book, *Imaginal Cells: Visions of Transformation*, which explores how a more compassionate mindset could transform our planet.

Motivated and supported by the leadership of the authors, Reboot the Future was founded to take up their unifying cause.

2018 marks the first year of operation as a Foundation and we've hit the ground running.

Thanks to a high-profile event in collaboration with ONE HUNDRED – The Global Change Agency, which included engagement from two of our authors Paul Polman and Al Gore, we were able to diversify our reach and add to our expanding network of Imaginal leaders.

As a legacy of a leading global sustainability charity, we took on a go-to platform for

teachers around the world. Through its online teaching resources – including lesson plans on The Golden Rule – 16,000 teachers are now better equipped to help cultivate a new generation of compassionate, global citizens.

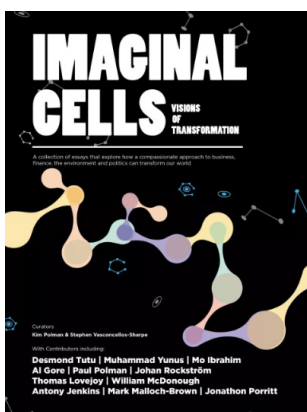
We have also appointed our first core staff team, this move affirming the momentum our long-term vision has garnered.

Looking ahead, we have an array of exciting partnerships and projects in the pipeline all aimed towards promoting the Golden Rule and growing our network of Imaginals.

We believe The Golden Rule is the very heart of being human (even neurology confirms that serving others is what truly makes us happy) and we will continue to share this message.

Kim Polman

Kim Polman
Co-founder & Chair



Our book **Imaginal Cells: Visions of Transformation** is being sold by our associated company, Reboot the Future Limited, on our website and is also available in hardcopy and digital format on Amazon US.

OUR VISION AND MISSION

REBOOT THE FUTURE IS A SMALL FOUNDATION ON A BIG MISSION – TO BUILD AN INCREASINGLY COMPASSIONATE AND SUSTAINABLE WORLD, FOUNDED ON THE GOLDEN RULE.



WHY?

We are facing profound long-term challenges including widening inequality, economic insecurity and climate breakdown.

Change is necessary for the future of the Earth, for our grandchildren, and for theirs. Yet this process requires resetting our intentions, and redesigning our interactions with vision, purpose and, most crucially, with speed.

We are determined to enable a radical shift in mindset.

Founded on a Rule as ancient as humanity itself.

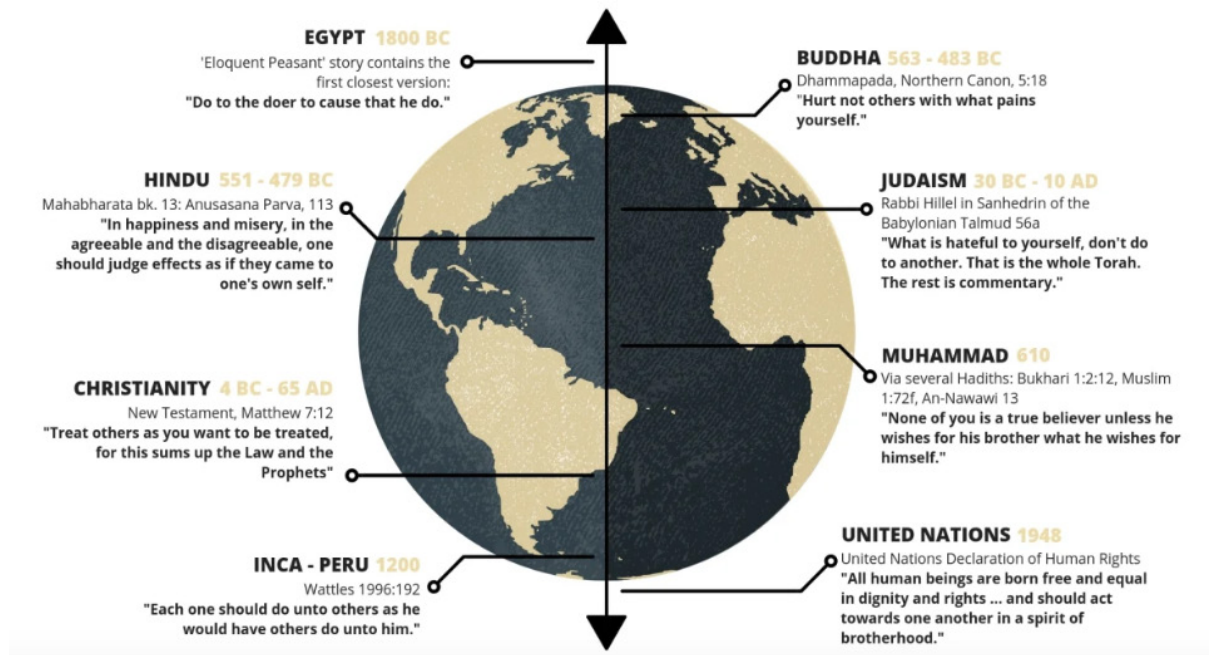
**TREAT OTHERS AND
THE PLANET AS YOU
WOULD WISH TO BE
TREATED.** **THE GOLDEN RULE**



HOW?

Imagine a world in which there was one test that could be used for everything, one test that could unify us as a humanity. One test that anyone, anywhere in the world, could understand and use to hold leaders to account. One test to inspire and motivate our actions in every context.

This unifying message has spanned every religion and philosophy since the dawn of humanity.



WHAT?

Our foundation's purpose is to promote the Golden Rule and embed it as a guiding principle for business, education, society, governance and the environment. This, we believe, will create a more compassionate and sustainable world.

What would happen if we all spoke The Golden Rule as a common language?
What would the impact be if world leaders adopted it as a guiding principle?
How could we measure that shift in thinking and behaviour?

THAT'S WHAT WE WANT TO FIND OUT.

OUR GOALS

We are building an increasingly compassionate and sustainable world through:

- (1) Building a network of prominent leaders across government, business and civil society who promote the Golden Rule as a guiding principle**
- (2) Creating a social movement of people who are inspired by the Golden Rule**

We are achieving these goals through a series of activities in our three ‘*Imaginal*’ hubs.

I·ma·gi·nal /ɪˈmædʒənəl/

noun

From ‘imaginal cells’ – single-cell organisms in a caterpillar that connect and create large cooperative networks to become the butterfly

1. An Individual with a vision of a more compassionate and sustainable world, who connects with others to bring that to life.

IMAGINALS:

The authors of our first book embody the spirit and values that transform our world to a better state. And now, many have signed up to be our ambassadors, committed to supporting Reboot the Future as ‘Imaginals’. We are continuing to grow our Imaginals network and reach.

IMAGINALS THINKING:

Working with global experts and top academic institutions, we are creating a new generation of thought-leadership, moving the debate from ethics and social responsibility towards a new understanding of the success of institutions across business and government.

IMAGINALS COMMUNITY:

We are creating a social movement of people inspired by and taking action around the Golden Rule through building partnerships that activate awareness of the Golden Rule with a broad and global audience.

IN THE LAST YEAR:

- We formally established Reboot the Future as a foundation, launching our first Strategy and new website
- We appointed our first core staff team
- We expanded our network of Imaginal leaders including through a high-profile event with the ONEHUNDRED – The Global Change Agency, which included involvement from our imaginals Paul Polman and Al Gore.
- We launched Global Dimension, our global online platform for educators, providing real life relevant resources on world issues to teachers which support young people's learning and action for a more sustainable world
- We launched our first education resources on the Golden Rule
- We presented and gave talks on The Golden Rule at conferences and events around the world, reaching more than 2,000 leaders across business, civil society and government.

IN 2019:

Over the next
year we will:

- Grow a global network of Imaginals through a viral book sharing campaign – launching this online and through networks in 2019
- Launch a multi-media campaign which inspires people to become an imaginal, with a simple clear ask for people to commit to take action for each other and planet.
- Launch an upgraded education platform reaching 25,000 teachers in the UK and, through partners, reaching up to 200,000 teachers globally.
- Grow a public following and excitement around our book through an Imaginals documentary
- Build a network and coalition of leaders and partners, who will amplify our messages. This will include recruitment of a network of leaders as ambassadors: imaginals who are committed to the Golden Rule & making a tangible change or commitment
- Cultivate a partnership with Katerva, a prestigious, virtual awards programme with a mission to identify, evaluate and accelerate the efforts of the innovators committed to making our world a better place, starting with the introduction of the Imaginals Award into Katerva's catalogue.

Ultimately success is about changing mindsets... at scale...
with urgency... for the sake of our planet and the people on it.

THERE WON'T BE ANY SECOND CHANCES.

EDUCATION FOR A MORE COMPASSIONATE & SUSTAINABLE WORLD



The skills to be able to see different perspectives, understand our own rights and responsibilities and take action has never been more crucial.

Reboot the Future is responding to this urgent need through the **Global Dimension Education Platform**. It aims to help create a generation of learners who care about the world and want their leaders to prioritise sustainability.

The Global Dimension platform brings together carefully curated content to provide a one-stop library for teachers and educators searching for resources to enrich the curriculum and bring a global dimension to their teaching.

Global Dimension is the go-to platform for over 16,000 teachers from across the UK and globally, who access the site each month to find materials from 250 global charities and organisations to bring the values of a diverse, global perspective into the classroom.

Our intention is to build this into not just a site for materials and global education, but one that will create the link between the next generation in this country and humanitarian needs and efforts around the world; thus creating a generation of learners who care about and want their leaders to prioritise compassion and sustainability as their values.

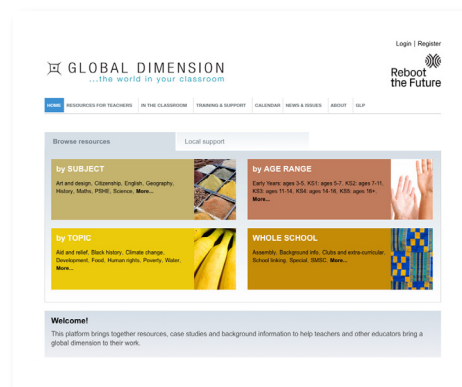
Global Dimension's newsletter, the Globe, with 20,000 unique subscribers, maintains engagement through the delivery of selected topical items and new resources directly to their mailboxes.

And these digital resources are not a stand-alone. Global Dimension aims to work with teachers to inspire young people to become Imaginals - to take positive action in their communities, countries and for the planet.

**OVER THE NEXT
12 MONTHS
WE WILL BE
WORKING WITH
PARTNERS TO:**

- Build a community of teachers inspired by the Golden Rule
- Build a 2020 climate focus including events, resources and training for teachers, responding to the need for this and the growing movement of young people taking action for the planet
- Build a coalition of partners and young people to advocate for an increased focus on values and global citizenship in the school curriculum
- Produce a suite of original video content to support global learning in schools, with an initial focus on showcasing leaders who are changing the world
- Grow a global network: building on interest in other countries to provide resources and links for teachers wherever they may be

www.globaldimension.org.uk



THE FUTURE OF CAPITALISM EVENT

In February 2018, Reboot the Future together with Aviva, Global Conscious Movement and the Centre of Inspired Leadership hosted an event in London with 250 attendees. Attendees at the event discussed inclusive capitalism and sustainable business and how we can move towards both using the Golden Rule as a lever.

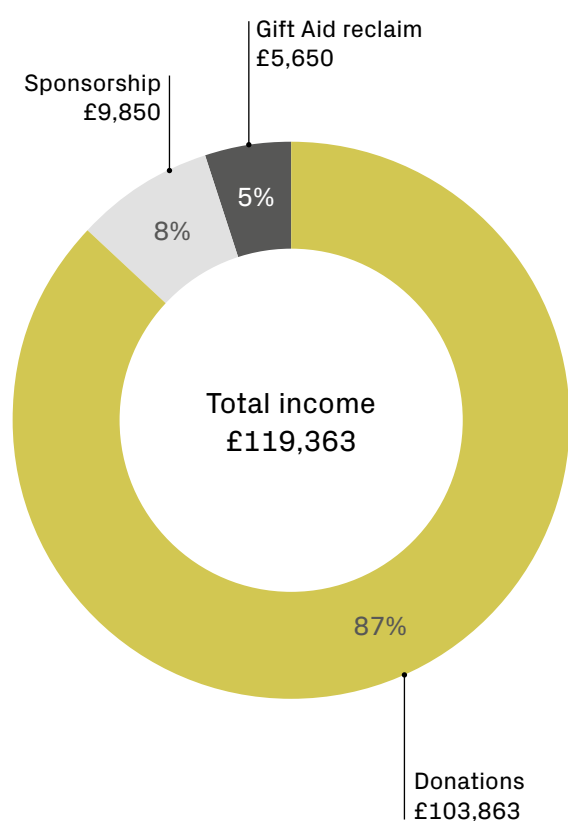


Our Chair and co-founder Kim Polman hosted the event, introducing an esteemed panel that included Unilever's CEO Paul Polman, Forum of the Future's founder Jonathan Porritt and Aviva's Chief Responsible Investment Officer Steve Waygood, among others. The discussions positioned the United Nations' Sustainable Development Goals (SDG) as the framework to direct the necessary change.

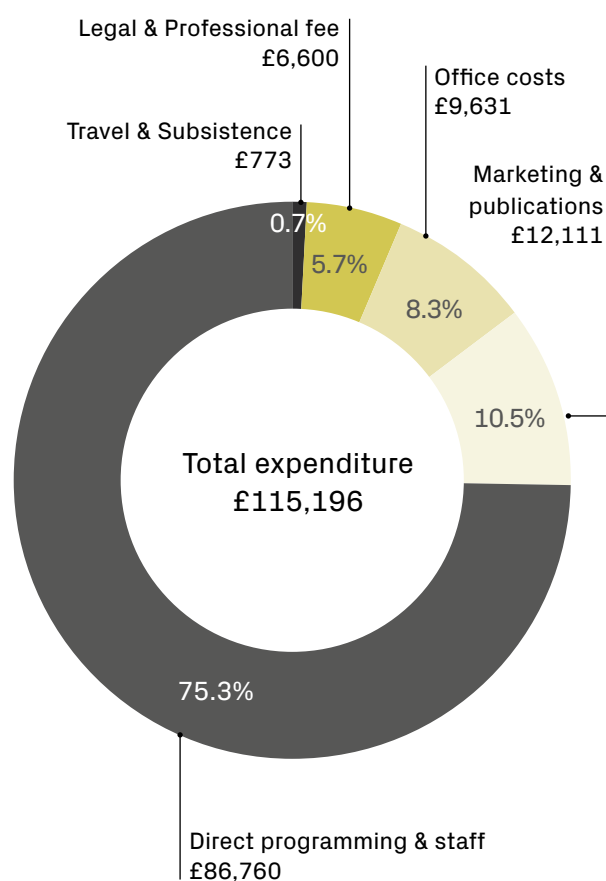


FINANCIAL OVERVIEW

OUR INCOME 2017-2018



EXPENSES 2017-2018



THANKS TO...

We won't achieve change alone. We're so proud to have worked with a whole range of imaginals over this first year of the foundation. Thank you to the many individuals and organisations who have contributed ideas, advice and support to the foundation. In particular:

OUR DONORS & SUPPORTERS including The Hilton Foundation, The Amersi Foundation, Mike Hoffman and our Board of Trustees who collectively underwrite the core costs of the foundation.

THE FOUNDER IMAGINALS:

Al Gore
Jonathon Porritt
Lord Mark Malloch-Brown
Paul Polman
Prof. Muhammed Yunus
Jane Corbett
Dr. Thomas Lovejoy
William McDonough
Craig Kielburger
Dr. David Fleming
Pauline Tangiora
Prof. Johan Rockström
John Perkins
Stella Wheildon
Peter Bakker
Antony Jenkins
Dr. Mohammed Ibrahim
Dov Seidman
Tom Szaky
Steve Waygood
Claire Nuovian
Bishop Marcello Sánchez Sorondo

OUR AMBASSADORS:

Stephen Vasconcellos-Sharpe (Co-founder)
Barbara Bulc, Founder & President, Global Development
Shelley Zalis, CEO, The Female Quotient

In 2019, we are also welcoming new Ambassadors, who will work with us to spread the message of the Golden Rule



CHARITY COMMISSION
FOR ENGLAND AND WALES

REBOOT THE FUTURE

1175117

Receipts and payments accounts

CC16a

For the period
from

01/01/018

To

31/12/2018

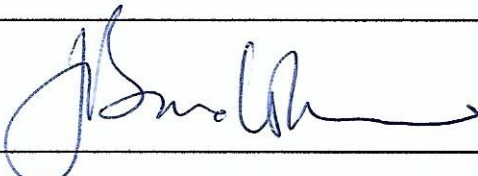
Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations Gift Aid	103,863	-	-	103,863	-
Sponsorship	9,850	-	-	9,850	-
Govt aid reclaim	5,650	-	-	5,650	-
Sub total (Gross income for AR)	119,363	-	-	119,363	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	119,363	-	-	119,363	-
A3 Payments					
Salaries & Wages	18,953	-	-	18,953	-
Employer Pension & NIC	2,207	-	-	2,207	-
Consultancy	36,000	-	-	36,000	-
Project Management fee	29,400	-	-	29,400	-
Marketing Costs	12,111	-	-	12,111	-
Rents & Meeting room costs	6,000	-	-	6,000	-
Printing, postage & stationery	377	-	-	377	-
Telephone, Internet & Website Costs	2,296	-	-	2,296	-
Legal & Professional fee	6,600	-	-	6,600	-
Travel & Subsistence	773	-	-	773	-
Computer & other IT Costs	479	-	-	479	-
Sub total	115,196	-	-	115,196	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	115,196	-	-	115,196	-
Net of receipts/(payments)	4,167	-	-	4,167	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	4,167	-	-	4,167	-

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash at bank	4,167	-	-
	Total cash funds	4,167	-	-
	(agree balances with receipts and payments account(s))			
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
B3 Investment assets		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
B4 Assets retained for the charity's own use		Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
B5 Liabilities		Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Kim Elisabeth Polman	
	Ami Shpiro	
	Jeremy Bradshaw	12th June 2019



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name

REBOOT THE FUTURE

**On accounts for the year
ended**

31ST DECEMBER 2018

**Charity no
(if any)**

1175117

Set out on pages

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity for the year ended 31/12/2018.

**Responsibilities and
basis of report**

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011.

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

Signed:

Date:

13/06/2019

Name:

ACCOUNTS & TAX ADVISOR LTD

**Relevant professional
qualification(s) or body
(if any):**

ACPA

ASSOCIATION OF CERTIFIED PUBLIC ACCOUNTANTS

Address:

27 MAYESBROOK ROAD

DAGENHAM, ESSEX

RM8 2EA

Section B**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

N.A

ACCOUNTS & TAX
ADVISOR LTD
Certified Public Accountants
27 Mayesbrook Road
Dagenham, Essex RM8 2EA
TEL: 0207 183 8017