

# Rewriting Extinction

## ANNUAL REPORT 2023

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### REFERENCE AND ADMINISTRATIVE DETAILS

**Governing document:**

Charitable Incorporated Organisation Constitution

**Board of Trustees:**

Sarah Florence Lord (appointed 19 May 2022)

Sarah Elizabeth Greenfield Clark (appointed 27 April 2022)

Dr Alister Scott (appointed 25 August 2022)

Truly Ko (appointed 13 September 2023)

Paul Goodenough (ex-officio)

**Founder and Chief Executive Officer:**

Paul Goodenough

**Registered office:**

41-43 Market Place, Chippenham, Wiltshire, SN15 3HR

**Bankers:**

NatWest, Chatham, Waterside Court, Western Avenue, Chatham  
Maritime, Chatham, Kent, ME4 4RT

**Independent examiner:**

Mander Duffill, The Old Post Office, 41 - 43 Market Place,  
Chippenham SN15 3HR

**Charity Number:**

1198287

**Company Number:**

CE028629

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## **AN INTRODUCTION FROM OUR CHAIR, SARAH GREENFIELD CLARK**

The world faces the twin challenges of catastrophic climate change and the nature crisis and we know that more needs to happen, faster, to address them. Yet we live in times where so many conversations are happening in echo chambers and where well-meaning messages are simply failing to cut through. I am convinced that Rewriting Earth, working as a creative agency for the planet, has a vital role to play in reaching the audiences who are outside the climate bubble, touching hearts and encouraging action. This year Rewriting Earth has gone from strength to strength. We agreed to change our name to appeal to broader audiences at the end of the year. In our second year we have built on the foundations that we laid last year and have continued to grow our impact, expand our collaborations, diversified the themes on which we have worked and the breadth of content that we produce.

We have reached a wide range of audiences on topics ranging from international climate finance to protecting endangered species, from plastic waste to fair farming.

I know that there is so much more that we can do together with our incredible global network and we have the passion and expertise to do far more in the year ahead.

A handwritten signature in black ink, appearing to read 'Sarah Greenfield Clark', written in a cursive, flowing style.

**SARAH GREENFIELD CLARK, CHAIR OF TRUSTEES**

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## OBJECTIVES

### **Rewriting Earth's charitable objects are:**

To promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment by:

- Raising awareness, primarily through the use of comics and accessible stories, of the importance of biodiversity, the effects of climate change, and effective ways the public can reduce their carbon footprint and promote biodiversity.
- Providing funding and grants for charities and/or other organisations which promote the conservation, protection, and improvement of the physical and natural environment and which promote biodiversity.

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## LOOKING BACK AT OUR ACTIVITIES IN 2023

This year was a breakthrough year for Rewriting Earth, keeping up the momentum from 2022. We connected with more people than ever, reaching over 12.5 million people, with 1.3 million engagements across Instagram, Reddit, TikTok, Facebook and Twitter, and in particular focus, was our work moving from still image into social video - which allowed us to engage with different audiences and increase our reach and impact yet further.

In terms of our charitable objectives, our big moments included our continued campaign for Swift Bricks, in which we helped to deliver over 110,000 UK signatures. We worked with the Climate Emergency Collaboration Group and Project Everyone to dive into the world of international finance, pressuring the World Bank and IMF to increase their climate spending. We worked with the Arctic research vessel Barba.no, statistically our most engaged project ever. We worked with the Climate and Land Use Alliance to bring awareness to the Drax power plant's role in the destruction of forest habitats despite its 'green' credentials.

We had a strong year in terms of partnership building, and fostering relationships with organisations such as: Netflix, Universal Studios, European Climate Foundation, Project Everyone, Relist Wolves, Music Declares Emergency, Channel 4 and Earth Percent, as well as increasing our relationships with creators and celebrities including Jo Brand, Jonathan Pie, Idris Elba, Peter Gabriel, Jane Goodall and a whole host of online influencers and creatives.

For such a small, and young, team, I couldn't be prouder of the impact we're having and our ability to punch above the weight of significantly larger international charities in this space continues to amaze me.

**PAUL GOODENOUGH, FOUNDER AND CEO**

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## ACHIEVEMENTS AND PERFORMANCE - WHAT REWRITING EARTH HAS ACHIEVED IN 2023

Our assistance with Hannah Bourne Taylor's swift brick campaign continued into 2023, the campaign was featured in a wide-range of traditional media including the Piers Morgan Show and the petition presented to 10 Downing Street. Subsequently, the call was debated in Parliament and garnered support from across the political spectrum, including Ben and Zac Goldsmith and Micheal Gove as well as other members of parliament such as Caroline Lucas and Kerry McCarthy.

We ventured into the complicated world of International Finance, pressuring the World Bank and the IMF to increase their spending on climate mitigation and adaptation. Working with Project Everyone and the Climate Emergency Collaboration Group, we produced four comics and a short-form video, reaching 1.5 million people, with an engagement of over 100,000 people.

Another key partnership in 2023 was with Google Arts and Culture, they invited us to create a page on their website showcasing our content and our message, as well as creating a 3D virtual gallery with our best pieces of content. This was a huge opportunity for us, working with a company like Google gives us a level of legitimacy with other companies and provides us with a unique resource to showcase our work.

We started the year off strongly by working with the Climate and Land Use Alliance to raise awareness about Drax, a 'green' biomass power station in the UK. The power station has received billions of pounds of taxpayers' money yet is linked to the destruction of old-growth forests in North America. We worked with The Guardian illustrator Ben Jennings to create two striking visual pieces, this was a new style of content for us, and we received positive feedback from the client and partners.

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We completed our grant with the British Council, raising awareness of issues around waste and litter in Indonesia. We worked exclusively with Indonesian artists and experts, with the aim of building partnerships between the two countries for future projects.

COP was once again a key moment in the year for us, we had two grants focused on the event, and we released six pieces of content across the two week period. We worked with International Animal Rescue to promote their "Give Animals a Seat at the Table" campaign, as well as Project Everyone as mentioned above. Across the event, we reached 1.7 million people and had 130,000 people engage with our content.

Through our support from the Summa Foundation, we worked with Barba.no, a Norwegian Arctic research vessel to bring awareness to their mission, and the fantastic research they do in a strongly misunderstood landscape. We created three comics alongside that reached 1.2 million people, with an engagement rate of 23.2% across the three pieces of content, this was our most successful project of all time in terms of engagement.

Internally, we have continued to grow, increasing the size and skills within the team. We have increased our in-house capacity to create short-form videos for our clients, as well as increasing our ability to react quickly to news stories. Through the year we made fast, topical content as part of our newly formed rapid response lab.

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## FINANCIAL REVIEW

### Performance

In the year total income was £362,855.

### Notes on income and expenditure:

Rewriting Earth has continued to strengthen collaborations and partnerships, particularly with Foundations. This has enabled the activities and achievements outlined above to be achieved. The charity has maintained a very lean operation in order to maintain a low cost base while delivering on its core mission.

The charity is extremely grateful to those individuals and organisations who have bought into the vision and have supported the work in 2023. Staff wages have been low as the charity has made use of consultancy arrangements in the early stages of the charity's development.

Governance costs were zero.

### Key risks at the start of 2024 are:

#### 1. Medium and long-term funding

We are keen to continue to grow and need to continue developing a larger, more diverse portfolio of funding in 2023 and beyond in order to deliver on its mission.

### Actions to control/mitigate:

- a) Increase focus on gaining new major funding from trusts, foundations, NGOs and philanthropists including multi-annual commitments
- b) Nurture our existing key funder relationships, including through delivering strong impact in our work
- c) Use unrestricted income to support the growth and sustainability of the charity

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## FINANCIAL REVIEW

### 2. Financial risk related to low reserves

Reserves need to be built in order to mitigate financial risk. The trustees acknowledge that this will take time. In the meantime, the trustees are cognisant of cashflow issues and the need for regular and timely forecasting.

#### **Actions to control/mitigate:**

- a) See risk 1
- b) The charity needs to ensure that in this start up phase that it keeps expenditure as low as it can
- c) On-boarding of new Treasurer
- d) Regular, timely review of cashflow, income and expenditure and forecast with early corrective action if needed

#### **Reserves Policy**

The Trustees have set a desired reserves position of 3 months of operating costs. Trustees recognise that the charity needs to have sufficient cash and reserves to absorb short term fluctuations in income. The level of unrestricted reserves needs to consider both the plans of the charity and the wider economic climate. However, the Trustees also realise that building reserves takes time and that the mitigations mentioned above seek to address this.



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## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Rewriting Earth was constituted as a company limited by guarantee and is governed by a Constitution. The charity was registered with the Charity Commission in March 2022.**

### **Appointment and Recruitment of Trustees**

The members of the Board are its Trustees for the purpose of charity law and are the Directors of the charitable company for the purpose of company law. Appointment of Trustees is governed by the Constitution of the charitable company. The number of Trustees appointed should not be less than three and no more than twelve.

There was one new trustee appointment in the period.

### **Organisational Structure**

The Trustees had four full formal meetings in 2023. In addition to the full Board meetings, there was active engagement of trustees in all aspects of the charity's work including communications, fundraising and finance.

### **Senior Staff**

The CEO works closely with the COO on establishment and strengthening of systems, developing the team and working with the Trustees in developing strategy.

### **Pay and Remuneration**

Rewriting Earth is an equal opportunities employer and applies objective criteria to assess merit. Pay reviews are held with staff annually.

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## **Risk assessment and management**

The Trustees are aware of the major strategic, business and operational risks that the charity faces and are of the opinion that there are systems in place to minimise any perceived risks. Risk is regularly discussed by the Board on all issues that might affect the running of the organisation.

## **Public Benefit**

In deciding on which activities to undertake we have taken into consideration Charity Commission guidance on public benefit. The Trustees are satisfied that the charity meets these guidelines with regard to delivering public benefit.

**Approved by the Board of Trustees on ADD DATE and signed on its behalf by:**

A handwritten signature in black ink, appearing to read 'Sarah Greenfield Clark', written in a cursive style.

**SARAH GREENFIELD CLARK**

**CHARITY NUMBER: 1198287, COMPANY NUMBER: CE028629**

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## **INDEPENDENT EXAMINER'S REPORT**

**to the Trustees of Rewriting Earth**

**MANDER DUFFILL**

Signed

For and on behalf of Mander Duffill Date