OVERVIEW

As we look forward to the United Nations Climate Change Conference in Paris in December, it is clear that sustainability concerns are only increasing. California is rationing water supply, the plastic contamination of the seas is emerging as a major threat, and some commentators are predicting that many species will exist only in captivity within a few decades. Increasing migration, admittedly exacerbated by conflict and weak governance, is an indication of future pressures as rising populations encounter increasing resource constraints. The UN’s latest biennial issue of its global population projection is that the world population, some seven billion today, will approach ten billion by 2050 and exceed 11 billion by the end of the century, both somewhat higher than its previous projection. The greatest growth is in the poorest countries, with adverse implications for their development.

Despite the obvious link between population and sustainability and our advocacy activities over the last couple of years, the Sustainable Development Goals process, led by the United Nations, has not accepted population growth as something that should be explicitly addressed. Women’s empowerment, sexual and reproductive health, and reproductive rights are included and these, together with an increased international focus on improving family planning provision and the status of women and girls, should in time contribute to a reduction in birth rates. However, the lack of a focus on population growth is deplorable in a world increasingly experiencing resource depletion and environmental degradation.

UK annual population growth of around half a million (0.8%) continued at a faster rate than in other European countries and the country’s recent past, despite a slight reduction in its birth rate. This increases the country’s dependence on the resources of other, often poorer, parts of the world, themselves facing ever greater requirements from their growing and urbanizing populations. Within the UK, the effects of this growth are becoming increasingly evident, with rising housing costs and worsening access to education and health. The cost of the many infrastructure projects required to meet increasing demand may not be attributed to population growth, masquerading in the national accounts as ‘investment’ rather than its true nature of higher depreciation or maintenance. It is nonetheless a significant drag on the economy and cost to tax payers and service users.

For Population Matters, this has been a year of increasing our capability for advocacy, research and public education. We have launched our first online shop and commissioned our first short video and first bus-side advertising. We have appointed our first public relations agency and our first coordinators. The extra resource is already paying dividends in higher levels of activity and profile, notably during the UK General Election and in response to the latest UK population estimates. We have supported this increased activity through rising membership, some generous donations and valuable contributions in time from the many volunteers who support us. Despite significantly increased expenditure, we have posted a surplus for the year and retain sufficient funds for foreseeable events.

Next year, we expect our increased resources to have a much greater impact. Regarding our priorities, we are nearing the end of the Sustainable Development Goals process although we will continue to engage with the international community where opportunities arise. Following the UK General Election, our immediate task is to persuade a new government and parliament of the link between population growth and the economic, environmental, social and political challenges we face.

Simon Ross
Chief Executive
Introduction

The annual report comprises our objectives and activities, strategic report, corporate governance, directors’ report and financial statements. It should be read in conjunction with our financial statements and strategy, both of which are available on our website.

The report is intended for patrons, advisory council members, members, donors, policy makers, opinion formers, regulatory bodies and other stakeholders and interested parties.

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OBJECTIVES AND ACTIVITIES

Our Aims

We seek through advocacy to persuade policy makers and opinion formers to acknowledge the impact on environmental sustainability and other issues of unsustainable population levels and to consider how best to avoid or reduce them.

Through education, research and campaigning, we act to raise awareness of the damaging impacts of population growth on the environment, on future sustainability and on the current quality of life in the UK and worldwide. We seek the adoption of policies and behaviours which achieve population and consumption levels that provide a good quality of life for all within ecologically sustainable limits and leave sufficient habitat for other species.

Our immediate aim is to ensure that consideration of population is included in the debate on environmental, resource, economic and social issues. Globally, we seek to promote a consensus that population stabilization or reduction is generally desirable; and that policies to achieve this should be put in place, specifically, universal access to family planning services, equal rights for women and the promotion of the benefits of smaller families. For the UK, we seek a government commitment to a stable or reducing population and policies to promote smaller families.

Our Values

Our values are our core beliefs, which comprise the basis and justification for our campaign. Our activities should be consistent with our values, which are that we:

• are passionate about the value of life
• believe a sustainable future is important
• believe future sustainability is under threat
• balance the rights of current and future generations
• recognise the claims of all communities
• consider the interests of members of other species

Our Activities

Our mission is to promote smaller families and mindful consumption throughout the world. We pursue this mission through advancing:

• the education of the public in issues relating to human population worldwide and its impact on environmental sustainability;
• research to determine optimum and ecologically sustainable human population levels and to publicize the results of such research;
• environmental protection by promoting policies that will lead or contribute to the achievement of stable human population levels allowing environmental sustainability.

We lobby government and international bodies to increase support for reproductive health and other relevant policies.

We engage with the broader developmental and sustainability movement to encourage its members to include population in their thinking.

We research matters of population in relation to the environment, sustainability and other issues and disseminate the information we obtain to the public and interested parties via our website, through the media and at events.

We ask individuals to consider the impact of population size on environmental sustainability when making decisions about family size.
We continued to request and respond to invitations to speak, including those from Mensa, Cafes Scientifique, Rotary clubs, religious groups, vegans, economists, and universities.

Internationally, we continue to be engaged with the Sustainable Development Goals development process, which is led by the United Nations. We have responded directly to consultations by the United Nations and participated in the Beyond 2015 alliance of non-governmental organizations in which we promoted the inclusion of population and sustainability in policies and agreements. Following representations by us and others, the Education Committee of the UK House of Commons issued a report calling for statutory status for Personal, Social and Health Education and making a series of other recommendations, while a bill promoting compulsory sex education in schools is currently being considered by parliament. We have also consistently called for a reduction in subsidies paid to larger families, while ensuring that the poorest are protected. Progress has been made in this direction through a series of changes to UK benefits policy, most notably in the decision to phase in a limit in the entitlement to child tax credits to the first two children per household. We also wrote to specific politicians on a number of issues during the year. The year has been dominated by the UK General Election. We responded to the opportunity by publishing a manifesto on population issues, producing a tailored briefing on each party and population trends by constituency and providing members with an online mechanism to write to their candidates: 40 per cent of candidates received at least one email. Following the election, we wrote to relevant ministers and will be resuming contact with parliamentarians following the parliamentary summer recess to raise awareness of the links between population and current social and political challenges.

Within the UK, we have responded to a consultation on sex education, mounted a letter-writing campaign on the subject and issued a summary of our research on population impacts to parliamentarians. Following representations by us and others, the draft Sustainable Development Goals include a strong emphasis on women's empowerment and sexual and reproductive health and reproductive rights. We have also given evidence to UK parliamentarians on the future UK approach to development and on population growth in the post 2015 development agenda. The All Party Parliamentary Group on Population, Development and Reproductive Health has issued a report recognizing the linkage between population and sustainable development and called for ten per cent of overseas aid to be spent on family planning. We now produce a regular publication for European Population Alliance members to increase our unity of purpose and promote joint activity, and have joined the European Environmental Bureau, contributing to their magazine. We plan to maintain our active involvement in development policy, and have spoken at international conferences on ecological economics, reproductive health, and conservation biology. We have had meetings with the UK Department for International Development and the Foreign and Commonwealth Office.

We have continued to work alongside other non-governmental organizations where we share their goals. In addition to the Beyond 2015 alliance, we promoted the agendas of alliances such as the Climate Coalition, Girls not Brides and the Sex Education Forum in an effort to further, respectively, climate change mitigation, the abolition of child marriage and improved sex and relationship education within the UK education system. Where appropriate, we have signed up to joint statements on issues related to population and sustainability and attended large scale public events, such as those of the Climate Coalition, under our own banners.

We are continuing to lobby environmental and other non-governmental organizations to encourage them to acknowledge population as a contributor to the problems they address. With our encouragement, members of such groups as Friends of the Earth, The Wildlife Trusts and CPRE continue to raise the issue of population within their organizations. The campaign group Friends of the Earth (England, Wales and Northern Ireland) has now issued a position paper on population growth recognizing its adverse impact and calling for women’s empowerment and sexual and reproductive health and rights.
Public Education

Public education stands at the heart of our mission. By educating people on population and sustainability, we hope to increase awareness of the issue, encourage behavioural change in terms of consumption and family formation, and increase support for appropriate policy changes.

During the year, we issued a series of press releases and obtained regular coverage in the UK national press and broadcast media. We also issued almost twenty briefings covering a range of issues related to population, including some issues prominent in the UK General Election, thereby providing a strong resource base for our active members. We have appointed a public relations agency, Champollion, which is spearheading our engagement with policy makers and opinion formers. With their involvement, our response to the official confirmation of Britain’s continuing population growth was reported in over 140 publications. We are steadily developing links with key journalists and expect to see a continued increase in the quality and quantity of media coverage.

Moving to our own publications and channels, our bi-annual magazine has been strengthened with the appointment of a professional editor. We have increased the frequency of the update from monthly to twice monthly to enable it to report on our growing level of activity and to provide members with information on a timely basis.

Our website has continued to evolve, including the addition of online ordering and payment for promotional items. Segmentation and restructuring have been used to increase the accessibility and ease of use of the website and its appearance has been improved. Selected information has been added, such as sexual health guidance, listings of famous single children and women without children, and population-related seminal passages and quizzes. We have continued to expand our range of promotional items, launching three new t-shirt designs, two new flyers and critically acclaimed greeting cards, while producing revised versions of others. In the coming year, we are planning to add country-specific pages and explore additional interactive features, such as user-managed profiles.

In social media, the number of people who have ‘liked’ our Facebook page has increased from 20,000 to over 70,000 during the year, with the help of advertising. Our ‘Twitter followers’ have increased from 2,000 to over 3,000, while our YouTube channel now has more than 250 videos. We will be investing in advertising support to increase our social media reach still further.

During the year, we welcomed our sixteenth distinguished Patron, Professor Malcolm Potts. Professor Potts is a human reproductive scientist and the Professor of Public Health at the School of Public Health at the University of California, Berkeley. He was the first Medical Director of the International Planned Parenthood Federation and later the CEO of Family Health International. He has published ten books and over 350 scientific papers and articles in the course of his career and advised the American, British, Canadian and Egyptian governments.

We have maintained our programme of offering honorary membership to prominent individuals. We intend to continue this programme this year. We have also offered copies of the Global Population Speak Out campaign’s book, Overdevelopment, Overpopulation, Overshoot, to sympathetic policy makers and opinion formers as well as leading volunteers. We thank the campaign for donating these books to us.

We continued to request and respond to invitations to speak, including those from Mensa, Cafés Scientifique, Rotary Clubs, religious groups, vegans, economists, and universities. In order to improve our coverage within the UK and reduce travel time for speakers, we have more than doubled the size of our speakers’ panel. We are members of an Oxford University group on population ethics.

We believe it is particularly important to educate people on population and sustainability issues before they commence family formation. During the year, we gave presentations and workshops in a number of schools, with activity being organized at both national and local levels. This programme will continue. We have improved our general resource for teachers, created a listing of recommended material for British geography teachers and commissioned a video intended primarily for use in secondary schools.

Our dozen local groups, mainly based in south east England, continue to be active in speaking, participating in public events and other awareness raising activities. We have supported the groups with additional funding and materials, including branded sail flags and tabards. We are particularly pleased that the national Scotland group has relaunched.
Research

We seek to underpin our advocacy and public education through commissioning and publicising research into the causes of, consequences of and appropriate responses to, unsustainable population levels.

We have relaunched our Journal after a brief hiatus. The Journal seeks to encourage open and evidence-based communication of population and sustainability concerns, with a view to facilitating further research, development and collaboration within the field. We are hopeful that this will enable us to broaden and deepen our links with the academic community in the UK and elsewhere.

Our continuing relationship with the London School of Economics and Political Science (LSE) has resulted in the publication during the year of several research papers on the relationship between population and housing, youth employment and Gross Domestic Product by graduate students, to whom we are deeply grateful. We are working with LSE students on further projects in the coming year.

We are also conducting research with students at Lancaster University for a second year on modelling the close relationship between unintended pregnancies, population growth, carbon emissions and climate change.

We issued an update of our Overshoot Index, which relates each country’s ability to provide renewable ecological services such as water collection, food production and waste absorption to the country’s population size and per capita resource consumption. The Index once again demonstrated that current levels of population and consumption are unsustainable for most countries, even before taking into account the needs of other species and the consequences of climate change.

PopOffsets

PopOffsets, our unique carbon offsetting project, continues to raise funds and allocate them to projects designed to avert unplanned pregnancies and thus the resulting carbon emissions.

During the year, PopOffsets made grants to WINGS Guatemala and World Vasectomy Day. Since 2001, WINGS has provided family planning education and sexual and reproductive health services to marginalized communities. WINGS has used our grant to train and employ four family planning promoters for a year.

Our grant to World Vasectomy Day supported 32 vasectomies for men in Florida who could not otherwise afford them. According to the organizers, on November 7th, over 500 doctors in 32 countries performed an estimated 3000 vasectomies, making WVD 2014 the largest male oriented family planning event in history.

CHASE Africa’s “backpack nurse” programme, funded by a PopOffsets grant, supplied over 3,000 women in rural Kenya with long-acting contraception in the 12 months to March 2015. This has potentially averted over 5,000 unplanned pregnancies with corresponding reductions in carbon emissions and other environmental impacts. We plan to renew our support for CHASE’s programmes in the present financial year.

The PopOffsets website was transferred to the same hosting company as the Population Matters website during the year and is being extensively refreshed and updated.
Plans for 2015-16

Our plans for 2015-16 are set out below.

Summary
In summary, our plan elements are that we:

- increase understanding of population impacts and organizational awareness among opinion formers
- increase acceptance of our message through employing an open and conversational tone
- commission research in order to improve understanding of population and family size
- promote changes to preferences and behaviours by communicating the social, environmental and personal benefits of smaller families
- support relevant policies, including improved sex and relationships education and sexual and reproductive health and rights
- work with other organizations to meet shared goals
- maintain a resourcing model of a mix of staff, contractors, agencies and volunteers
- depend mainly on our members, while seeking funding elsewhere, and gradually reduce funds in excess of our reserves
- adopt best practices in governance wherever practicable.

Increase opinion formers’ understanding of population growth impact
We believe that the role of opinion formers is important in changing public attitudes, including the media, think tanks, academics, parliamentarians and civil society. We shall focus on those who are sympathetic to our concerns or have reasons to be so.

We intend to achieve:

- Three journalist & three stakeholder (opinionformer/policy maker) briefings
- Three to four proactive news stories, two opinion/editorials and four outreach online blogs
- Reactive comments on related issues
- Forty new honorary members from sympathetic opinion formers
- One hundred contacts with civil society, such as environmental groups, asking that they acknowledge the detrimental impact of population levels and growth in their materials
- The raising of population at relevant NGO alliances, marches and public meetings.

Become seen as an organization with an open and conversational tone
- We shall prioritize, as having the widest resonance, messages that population growth:
  - contributes to the UK’s housing crisis
  - puts extra pressure on public services
  - harms the environment.

Commission research to improve understanding of population issues
Research provides the basis for better understanding of the issues.

We intend to:

- Publish at least six briefings or research reports and send them to relevant decision-makers
- Use our Journal to develop academic coverage, promoting it to relevant institutions
Promote changes to preferences and behaviours by communicating the social, environmental and personal benefits of smaller families

Our research shows that the great majority of people in the UK agree that it would be better if the UK and global population stabilized or fell. Most agree that people should have smaller families for social and environmental reasons. We shall continue to make this case, particularly to young people.

There is continuing coverage of the cost of raising children, which influences family size choices amongst those with limited concern about social and environmental consequences.

We shall:
• Promote the benefits of smaller families, including making them part of a sustainable lifestyle
• Explore the drivers of family size
• Invest more heavily in developing the reach of our social media channels
• Increase activity in schools, including promoting our material to teachers and promoting our speakers in schools and elsewhere, providing speakers on forty occasions
• Promote our PopOffsets programme, which links carbon emissions with unintended pregnancies.

Support relevant policies, including improved sex and relationships education and sexual and reproductive health and rights

Greater attention and funding is going to family planning and women’s rights. While teenage pregnancies are falling in developed countries, unintended pregnancies continue to result in a large proportion of births both worldwide and in the UK.

We shall:
• Support campaigns to improve sex and relationship education and family planning provision
• Call on the international community to devote more resources to family planning provision
• Support campaigns on specific causes of unintended pregnancies
• Support campaigns to promote gender equality, particularly where inequality is greatest
• Support equal access for women to careers at all levels

Work with other organizations to meet shared goals

We support joint working, as recommended by most authorities.

We shall:
• Seek opportunities for joint working with other population concern groups
• Participate in NGO alliances to promote shared goals

Maintain a delivery model of staff, contractors, agencies and volunteers

We find a mixed model provides us with flexibility and value.

We shall:
• Continue to use a mixed model, exploring the use of further personnel

Depend mainly on our members, while seeking funding elsewhere

Our income has almost doubled over the last four years, partly due to our increased membership. We shall continue to seek to increase both.

We shall:
• Advertise on line and in relevant publications
• Encourage recruitment activity by local groups, supporting them with material and advice
• Be represented at public events, attending at least six events
• Seek to increase youth and ethnic minority membership through dedicated programmes
• Make an annual fundraising appeal and create programmes for presentation to funders
• Seek opportunities to invest in expanded activities and to improve our professionalism.

Adopt best practices in governance wherever this is beneficial

• Conduct regular governance/ board reviews and continue to strengthen governance.
Financial Review

Income and Expenditure

Our annual income grew by 17% to £310,000, while expenditure rose by 34% to £260,000, resulting in a surplus of £50,000. For the future, we anticipate continued growth in expenditure in response to growth in our income and activities.

Unlike some charities, we do not fund-raise from the general public by unsolicited post, telephone or street activities and do not use professional fundraising agencies. We have continued to receive sizeable donations from new and existing donors, for which we are extremely grateful. We particularly wish to thank the following for their significant donations: the late Robin Cole, Paul Davis, Roger Huyshe, The Laurie & Gillian Marsh Charitable Trust, the late John Moor, Valerie Pinheiro, Jean Pryor, Sir Roger Sands, Oleksandr Sedashev, Tracy Shepard, Shine No. 2 Charitable Trust, the TA Fund, and other significant donors who prefer to remain anonymous.

No institution, trust, foundation or corporation gave more than £10,000 in the last financial year and most of our income comes from our membership, which is rising and stands at around 3,000. In seeking additional members, we have maintained a programme of display advertising and inserts in publications with relevant readerships as well as using online keyword advertising and an active social media presence. We are also planning to advertise on London transport. We are hopeful that increased public relations activity and a presence at more events will contribute to increased recruitment.

We increased some membership fees slightly during the year, but they remain well below those of many other charities and campaign groups, while we offer concessionary rates to some groups and the growing numbers of young members and members in developing countries are not charged. We are continuing to encourage members to participate in sponsored events and to consider making a gift in their will. We continue to have an affinity partnership with a mobile phone network operator and made a specific appeal for funding for transport advertising.

During the year, we conducted a survey of members to which over 400 responded, which repeats a survey first conducted in 2012. Based on the results, members were generally satisfied, though there were some issues which we will look at. The survey results are reported more fully in the August 2015 issue of our magazine, available on our website.

In addition to our long-standing remunerated Administrator and Webmaster, we have been fortunate in the continuing support at national and local level of volunteers filling ongoing roles such as member group management and some outreach and social media roles. Nationally, some volunteers have been augmented by additional remunerated personnel.
Reserves and Investments

Our reserves policy is to retain a sufficient level to enable us to maintain our activities at the current level in foreseeable circumstances. It is intended to cover such elements and possibilities as income variation, working capital requirements, project cost overruns, unanticipated opportunities, investment losses, legal action, and disruption arising from loss of key personnel, supplier failure or criminal activity. The level of reserves is reviewed annually. This year, we have adopted a risk quantification approach resulting in reserves being set at a range of £250,000 to £350,000. Our current funds are above this level.

In order to improve returns, we have invested some funds in ethically aware stock market instruments within the CAF Socially Responsible Portfolio, managed by F & C Fund Management Limited.

Principal Risks and Uncertainties

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. We review our risk register on a biennial basis. The risks deemed to be significant have been identified as the loss of key personnel, management information and funds. Action has been taken to reduce the likelihood and impact of these risks, including multiple ownership of business critical data, offsite back-up of key information and a conservative approach to the placing of financial assets.

Going Concern

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

Public Benefit

The board confirm that they have complied with the duty in section 17(5) of the Charities Act 2011 to have due regard to public benefit guidance published by the Commission in exercising their powers and duties. The Board believe that the activities of the charity, in education, research and advocacy, insofar as they contribute to the achievement of stable and environmentally sustainable human population levels and thus environmental sustainability, have a clear public benefit and are becoming ever more relevant.

Environmental Policy

Population Matters seeks to contribute to a more sustainable future. Whilst population is probably the most addressable driver of environmental impact, other factors also have an impact. In our activities in pursuit of our goals, we will have an impact on the environment. We are committed to minimizing our consumption in terms of resource use, travel and waste.
CORPORATE GOVERNANCE

We operate within the guidance of Companies House and the Charity Commission. We review our governance on a biennial basis and benchmark it against best practice.

Board members, nominated by the board or by guarantor members, are elected for an annual term by the guarantor members at the Annual General Meeting. Any supporter member may apply to become a guarantor member by expressing their support for our aims, policies and values and demonstrating that support in practice. This year, we have approved a number of such applications. The chief executive reports to the board at their quarterly meetings, and to the chair of the board between meetings. The board conducts an annual review of performance and the external environment in order to develop its three year strategy and annual plan.

The board reviews its performance, processes and skill set requirements on a biennial basis. The following key skill sets are represented on the board: advocacy and communications. We intend to recruit board members with the following skill sets: campaigning, financial management, fundraising, research and strategy. We seek to be broadly representative of the population in terms of its principal characteristics. The board is balanced in gender and we are seeking youth and minority ethnic representation. New board members are provided with an induction to their role through a formal induction process, including reviewing organizational information and receiving direction to sources of best practice and training. During the year, Fiona McKenzie and Jill Rawlins were co-opted to the board, while John Collier resigned. We would like to thank him for his contribution.

In order to enhance governance, we have adopted a number of additional internal policies and introduced an independent examination of our bank balances as part of our annual independent examination. We have also increased our transparency, following an external audit. We now publish on our website our plans, policies, a register of interests for the board and key team members, and a quarterly activity report, and have adopted an open information policy. Next year, we expect to produce enhanced accounts based on a new Statement of Recommended Practice.

Employees and Associates During Year

**Employees**

Simon Ross
Chief Executive*

Sam Alvis
Campaign coordinator*

Jonathan Austen
PopOffsets Facebook manager

Jane Blank
Education group coordinator

John Charnock-Wilson
PopOffsets manager*

Ivan Cicin-Sain
Outreach analyst*

Isabella Coin
Campaign coordinator*

Kate Duggan
Magazine editor*

Amanda Katz
Assistant Webmaster*

Karin Kuhlemann
Facebook manager

Savannah Leigh-Rose
Outreach manager

Julie Lewis
Administrator*

Katie Malzbender
Campaign coordinator*

Ian Mairs
Celebrity engagement

Cheryl Mills
Journal editor

David Milner
Webmaster*

Marc Oxley and Chris Padley
Online group managers

**Associates**

Jeremy Randles
Facebook administrator

Georgia Stevenson
Campaign coordinator*

Graham Tyler
Shop manager

Elizabeth Wells
Campaign coordinator*

Mike Wheeler
Local group facilitator

*Remunerated.

Our team is broadly balanced in gender.

The total remuneration of the highest earning staff member is between £60,000 and £70,000.
Statement of Interest

No board member has a pecuniary interest in the activities of the organization. Board members are not remunerated other than for modest expenses. No team member has a pecuniary interest in the activities of the organization other than payment for their duties and related 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.

Board Members During the Year

Maggie Avison
Student, previously working for international animal welfare charities.

Stephen Bown
Professor of Laser Medicine at University College London.

Nina Clarke (Vice-chair)
International training consultant in language and skills.

John Collier
Geographer, chartered accountant and former partner, director and CEO of a number of professional, charitable and business organisations.

Harry Cripps
Chemical engineer, energy consultant and chartered environmentalist.

Colin Gallagher (Treasurer)
Emeritus Professor; Chair of economics consultancy.

Karin Kuhlemann
Public sector lawyer and PhD student researching reproductive rights.

Roger Martin (Chair)
Former senior diplomat and leading regional environmentalist.

Fiona McKenzie
Environmental campaigner and activist

Jill Rawlins
Change management consultant

Natalie WinterFrost
Actuary and a CFA Charterholder.
**DIRECTORS’ REPORT**

**Registrations**

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

Registered company number: 3019081 (England and Wales)

Registered charity number: 1114109

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

**Patrons**

**Sir David Attenborough OM CH CVO CBE**
Naturalist, broadcaster and former controller of BBC Two.

**Professor Sir Partha Dasgupta**
Frank Ramsey Professor of Economics, University of Cambridge.

**Professor Paul Ehrlich**
Professor of Population Studies, Stanford University.

**Baroness Shreela Flather**
First Asian woman member of the House of Lords, crossbencher.

**Dame Jane Goodall DBE**
Founder, Jane Goodall Institute; UN Messenger of Peace.

**Professor John Guillebaud**
Former Co-chair of Population Matters, Emeritus Professor of Family Planning and Reproductive Health, University College, London. Former Medical Director, Margaret Pyke Centre for Family Planning.

**Susan Hampshire OBE**
Actress and population campaigner.

**Dr. James Lovelock CBE**
Scientist and environmentalist known for proposing the Gaia theory that Earth functions as an organism; author of The Revenge of Gaia.

**Professor Aubrey Manning OBE**
Former President of the Wildlife Trusts and Emeritus Professor of Natural History, University of Edinburgh.

**Professor Norman Myers CMG**
Visiting Fellow, Green College, Oxford University, and at Universities of Harvard, Cornell, Stanford, California, Michigan and Texas.

**Chris Packham**
Naturalist, nature photographer, television presenter and author.

**Sara Parkin OBE**
Founder Director and Trustee of Forum for the Future and board member of the Natural Environment Research Council and the Leadership Foundation for Higher Education and Head Teachers into Industry.

**Jonathon Porritt CBE**
Founder Director of Forum for the Future and former Chair of the UK Sustainable Development Commission.

**Professor Malcolm Potts**
Professor in Maternal and Child Health and first holder of the Fred H. Bixby Endowed Chair in Population and Family Planning at the University of California - Berkeley School of Public Health (1992 – 2013). Formerly, the first Medical Director of the International Planned Parenthood Federation and CEO of Family Health International.

**Lionel Shriver**
Journalist and author.

**Sir Crispin Tickell GCMG KCVO**
Director of the Policy Foresight Programme at the James Martin Institute, and former UK Ambassador to the United Nations.
Advisory Council

**Dr. Martha Campbell**
Lecturer at the University of California - Berkeley School of Public Health and board member of World Health Partners in New Delhi, the Margaret Pyke Trust in London and the African Institute for Development Policy in Nairobi. Former Director of the population program of the David and Lucile Packard Foundation.

**Patrick Curry PhD**
Honorary Research Fellow in the Department of Archaeology and Anthropology at the University of Wales, Lampeter. Author of Ecological Ethics: An Introduction, Polity, 2006.

**Clifford Garrard**
VP / Executive Director, Population Institute Canada, and formerly Director of Canada’s Foreign Service Middle East Relations Division.

**Rajamani Nagarajah**
Health and development consultant to the European Commission and former Director of Population Concern.

**Dr. Jane O’Sullivan PhD**
Executive Committee Member, Sustainable Population Australia, Honorary Senior Fellow, School of Agriculture and Food Sciences, Faculty of Science, the University of Queensland.

**John Rowley**
Founder/Editor of www.peopleandplanet.net and former Editor, People magazine, International Planned Parenthood Federation.

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

**Valerie Stevens**
Former Co-chair and Chair of Population Matters, also worked in Friends of the Earth for 20 years, five of them as an elected member of the Board of Directors, and has long experience of political campaigning.
### Board Members During the Year

<table>
<thead>
<tr>
<th>Name</th>
<th>Date of first appointment</th>
<th>Date of resignation if during the year</th>
<th>No. of board meetings attended during the year as a board member</th>
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<tr>
<td>Maggie Avison</td>
<td>15/10/2011</td>
<td>-</td>
<td>4 out of 4</td>
</tr>
<tr>
<td>Stephen Bown</td>
<td>07/11/2009</td>
<td>-</td>
<td>4 out of 4</td>
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<td>Nina Clarke</td>
<td>11/07/2011</td>
<td>-</td>
<td>4 out of 4</td>
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<tr>
<td>John Collier</td>
<td>12/10/2013 20/04/2015</td>
<td>-</td>
<td>2 out of 3</td>
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<tr>
<td>Harry Cripps</td>
<td>12/10/2013</td>
<td>-</td>
<td>4 out of 4</td>
</tr>
<tr>
<td>Colin Gallagher</td>
<td>27/11/2010</td>
<td>-</td>
<td>4 out of 4</td>
</tr>
<tr>
<td>Karin Kuhlemann</td>
<td>12/10/2013</td>
<td>-</td>
<td>4 out of 4</td>
</tr>
<tr>
<td>Roger Martin</td>
<td>08/11/2008</td>
<td>-</td>
<td>4 out of 4</td>
</tr>
<tr>
<td>Fiona McKenzie</td>
<td>17/02/2015</td>
<td>-</td>
<td>1 out of 1</td>
</tr>
<tr>
<td>Jill Rawlins</td>
<td>18/05/2015</td>
<td>-</td>
<td>0 out of 0</td>
</tr>
<tr>
<td>Natalie WinterFrost</td>
<td>23/10/2012</td>
<td>-</td>
<td>2 out of 4</td>
</tr>
</tbody>
</table>
The board members, who are directors for the purposes of the Companies Act 2006, present their report with the financial statements for the year ended 30th June 2015. The board members have adopted the provisions of the Statement of Recommended Practice (SORP) ‘Accounting and Reporting by Charities’ issued in March 2005. This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

On behalf of the board:

R.J.A. Martin (Chair) -

15th September 2015
# FINANCIAL STATEMENTS

## Statement of Financial Activities for the Year Ended 30th June 2015

For notes and further information, please see the full financial statements.

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted funds (£)</th>
<th>Restricted funds (£)</th>
<th>2015 Total funds (£)</th>
<th>2014 Total funds (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INCOMING RESOURCES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voluntary Income</td>
<td>283,481</td>
<td>23,896</td>
<td>307,377</td>
<td>264,968</td>
</tr>
<tr>
<td>Investment Income</td>
<td>2,560</td>
<td>-</td>
<td>2,560</td>
<td>1,241</td>
</tr>
<tr>
<td><strong>Total Incoming Resources</strong></td>
<td>286,041</td>
<td>23,896</td>
<td>309,937</td>
<td>266,209</td>
</tr>
</tbody>
</table>

| **RESOURCES EXPENDED** |                       |                      |                      |                      |
| Advocacy, Marketing and Communications | 83,540                | 3,466                | 87,006               | 24,087               |
| General                | 79,822                 | -                    | 79,822               | 76,702               |
| Office Cost            | 46,325                 | -                    | 46,325               | 45,194               |
| Website                | 15,355                 | -                    | 15,355               | 22,630               |
| Other                  | 19,103                 | 12,555               | 31,658               | 25,249               |
| **Total Resources Expended** | 244,145              | 16,021               | 260,166              | 193,862              |

| **NET INCOMING RESOURCES** |                       |                      |                      |                      |
|                          | 41,896                 | 7,875                | 49,771               | 72,347               |

| **RECONCILIATION OF FUNDS** |                       |                      |                      |                      |
| Total Funds Brought Forward | 435,561                | 13,935               | 449,496              | 377,149              |
| **TOTAL FUNDS CARRIED FORWARD** | 477,457              | 21,810               | 499,267              | 449,496              |
## Balance sheet at 30th June 2015

For notes and further information, please see the full financial statements.

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted funds (£)</th>
<th>Restricted funds (£)</th>
<th>2015 Total funds (£)</th>
<th>2014 Total funds (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fixed Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intangible assets</td>
<td>424</td>
<td>-</td>
<td>424</td>
<td>513</td>
</tr>
<tr>
<td>Tangible assets</td>
<td>481</td>
<td></td>
<td>481</td>
<td>794</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>905</td>
<td>-</td>
<td>905</td>
<td>1,307</td>
</tr>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debtors</td>
<td>6,611</td>
<td>19,837</td>
<td>26,448</td>
<td>35,184</td>
</tr>
<tr>
<td>Current Investments</td>
<td>100,000</td>
<td>-</td>
<td>100,000</td>
<td>-</td>
</tr>
<tr>
<td>Cash at bank</td>
<td>410,551</td>
<td>9,819</td>
<td>420,370</td>
<td>434,160</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>517,162</td>
<td>29,656</td>
<td>546,818</td>
<td>469,344</td>
</tr>
<tr>
<td><strong>Creditors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amounts falling due within one year</td>
<td>(40,610)</td>
<td>(7,846)</td>
<td>(48,456)</td>
<td>(21,155)</td>
</tr>
<tr>
<td><strong>Net Current Assets</strong></td>
<td>476,552</td>
<td>21,810</td>
<td>498,362</td>
<td>448,189</td>
</tr>
<tr>
<td><strong>Total Assets Less Current Liabilities</strong></td>
<td>477,457</td>
<td>21,810</td>
<td>499,267</td>
<td>449,496</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>477,457</td>
<td>21,810</td>
<td>499,267</td>
<td>449,496</td>
</tr>
<tr>
<td><strong>Funds</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted Funds</td>
<td>-</td>
<td>-</td>
<td>477,457</td>
<td>435,561</td>
</tr>
<tr>
<td>Restricted Funds</td>
<td>-</td>
<td>-</td>
<td>21,810</td>
<td>13,935</td>
</tr>
<tr>
<td><strong>TOTAL FUNDS</strong></td>
<td>-</td>
<td>-</td>
<td>499,267</td>
<td>449,496</td>
</tr>
</tbody>
</table>