

# DO YOU BELIEVE THAT...

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

– Sir David Attenborough

# POPULATION

# MATTERS?

**POPULATION  
MATTERS**

™

## JOIN ONLINE TODAY!

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

Population Matters is a charity funded solely by individual donors like you, and charitable grants. Your donation will make a direct contribution to an otherwise neglected cause and support campaigns, help lobby governments, champion women's rights and equality, and promote the environmental benefits of choosing smaller families across the world.

### Every choice counts

- **Campaign** for a life in harmony with nature, for future generations of children, wildlife and our one planet
- **Empower women** everywhere to be able to choose a smaller family
- Encourage and **celebrate small families** in richer countries where choice is already possible
- **Lobby policy makers** worldwide to ensure population is an integral part of environmental strategies, including those addressing the sixth mass extinction
- Listen to and **promote global voices**, particularly of women and girls and those most vulnerable to the effects of climate change
- Strive to **make a better future possible**, for all the species on our planet



**I would like to support Population Matters' campaigns to help create a better future for people and planet.**

If you are able to join online ([populationmatters.org/join](http://populationmatters.org/join)) you will help us save resources and reduce our environmental impact. Alternatively, you can call us or complete the form below.

Title  First name  Last name   
Address  Postcode   
Email  Phone

**I want to set up a Direct Debit to become a member:**

Please send me a postal welcome pack  Nothing else by post? Tick here

I would like to set up a Direct Debit of:

£2.50 minimum  £10  £20  £50\*  or you choose £  per month  
or £30 minimum  £60  £120  £600\*  or you choose £  per year

Please debit my account on the 1st  or 15th  of the month until further notice.

\*You will qualify as a catalyst member if your donation amount is at least £50 per month or £600 per year.



**Instruction to your bank or building society to pay by Direct Debit.**

Name and full postal address of your bank or building society:

To: The Manager of bank / building society

Bank address  Bank postcode

Name of account holder/s

Bank account number  Branch sort code  -  -

Service user number 4 4 4 7 0 0

Reference

Instruction to your bank or building society: Please pay PSL re Population Matters Direct Debits from the account detailed in the instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with PSL re Population Matters and details will be passed on electronically to my bank/building society.

Today's date (DD)  (MM)  (YY)  Signature

Banks and building societies may not accept Direct Debit Instructions for some types of account.

*giftaid it* **Boost your donation with Gift Aid** If you are a UK taxpayer, simply tick this box to increase your donation/s by 25% at no extra cost to you.

Yes, I want to Gift Aid my donation to Population Matters today, along with any donations I make in the future or have made in the past 4 years. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. I understand Population Matters will reclaim 25p of tax for every £1 I donate.

Today's date (DD)  (MM)  (YY)

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your home address is needed to identify you as a current UK tax payer. Please notify Population Matters if you: want to cancel this declaration, change your name or home address, or if your tax circumstances change.

**Please return this form to Population Matters at the address below or scan and email it to us at [supporters@populationmatters.org](mailto:supporters@populationmatters.org). Thank you.**



Registered with  
**FUNDRAISING  
REGULATOR**

For more information on how your data is used and stored please visit: [populationmatters.org/privacy](http://populationmatters.org/privacy). Population Matters is the working name of the Optimum Population Trust, a charity and a company limited by guarantee registered in England and Wales. Charity no. 114109 Company no. 3019081 The Chandlery, 50 Westminster Bridge Road, London SE1 7QY / +44 (0) 20 8123 9116 [supporters@populationmatters.org](mailto:supporters@populationmatters.org) / [populationmatters.org](http://populationmatters.org)

**Printed in the UK on FSC-certified paper and using vegetable inks.**