



Impact Report

2025 — 2026

**POPULATION
MATTERS**

PEOPLE — NATURE — PLANET

Ever wondered why population matters?

If you haven't considered why population is an issue that cannot be ignored, here's some food for thought...

- Since 1970, the global human population has increased from **3.7 billion to more than 8 billion in 2026**. The United Nations Department of Economic and Social Affairs predicts this could reach 10.2 billion by the end of the century.
- A report by the World Resources Institute suggests this projected increase means **global food supply will need to increase by 50-70% by 2050**. In the UK in 2024, 57% of domestic food consumption came from UK production, with 25% from the EU and the remaining 18% from the rest of the world. The recent government report on global biodiversity loss, ecosystem collapse and national security states that the UK is significantly dependent on global food supply chains, and therefore significantly exposed to supply disruptions caused by extreme weather, conflict, trade barriers, and energy price spikes.
- The World Wide Fund for Nature (WWF) *Living Planet Report 2024* reveals that **wildlife populations have dropped 73% on average since 1970**.
- According to the Global Footprint Network, **humanity is using up natural resources 80% faster than the Earth can regenerate** – the equivalent of using the resources of 1.8 Earths.
- Despite the commitments outlined in the 2015 Paris Agreement, emissions and global temperatures continue to rise. The United Nations Intergovernmental Panel on Climate Change **identified population growth and GDP per capita as the strongest drivers of carbon emissions**.
- The United Nations Population Fund suggests that shortfalls in sexual reproductive health and rights funding mean that an estimated **257 million women of childbearing age worldwide still face an unmet need for safe, modern contraceptives**. The UN Department of Economic and Social Affairs states: *"Continuing rapid population growth is partly the result of a failure to ensure that all people, everywhere, have the knowledge, ability and means to determine whether and when to have children."*

Are you ready to join us in the population conversation? Find out more at populationmatters.org, email us at enquiries@populationmatters.org or give us a call on 020 4552 5115. We'd love to hear from you.

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Communicating the complex issues surrounding population effectively requires indisputable evidence. That's why we're establishing a ground-breaking research programme.

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Population Matters campaigns to achieve a world where our human population lives fairly and sustainably with nature and each other. We are a registered charity in England and Wales (1114109) and a company limited by guarantee in England (3019081). Registered address: The Chandlery, 50 Westminster Bridge Road, London SE1 7QY. T: 020 8123 9116, E: enquiries@populationmatters.org.

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Together, we're working towards a future where people live in balance with nature and with each other. Find out how you can get involved.

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Going forward, we have an ambitious agenda to address overlapping problems which are complex and interrelated.

We'd like to thank each and every one of our supporters who enable us to confront the realities of what an unsustainable population means for people, nature and planet, and who share our mission to find ways of living fairly and sustainably with nature and each other. With your support, we're building community-led solutions that sustain habitats, nature and biodiversity, and influence governments and policymakers to take meaningful, long-term action.



We're turning evidence and advocacy into action



Karin Kanewske Turner
Chair, Population Matters

“We all live in one, shared house – Earth – and, like any family, our futures are bound together. What one generation uses, wastes or protects shapes what the next inherits.”

As a global health and development leader, I was excited to take on the role of Chair, believing that health is not divisive – the wellbeing of people, animals and the ecosystems we all depend on cannot be separated. This is the principle of One Health, and it is also why population matters: not as a target or a burden, but as a lens on how fairly and sustainably all of us, in every community, can thrive together.

To me, ‘population’ has always meant all populations – people, animals, insects, plants and microbes sharing the earth. This is why our new strategy, **All Populations Matter**, is more than a name, it's a commitment. There are few organisations that are willing to tackle the issue of population head-on. Population Matters is bold, courageous and committed to addressing both human and non-human population as an issue that remains socially and politically sensitive. Humans caused this sensitivity so we can resolve it.

Current events are waking us up. The United Nations' weather agency recently warned that the Earth's climate is further out of balance than at any time in recorded history. Earlier this year, Prof Celeste Saulo, Secretary General of the World Meteorological Organization, commented: *“Human activities are increasingly disrupting the natural equilibrium, and we will live with these consequences for hundreds and thousands of years.”* These findings, alongside the non-stop global climate emergencies in the news, underpin the urgency of the work of Population Matters.

Our vision is a world where humanity lives fairly and sustainably with nature and each other. Our new five-year strategy is the springboard, and we're already seeing results, including our *Fragile Futures* report on population and biodiversity loss. Further country studies are underway as we build toward a fully-fledged research programme by 2030. We are getting our voice heard at the UN Commission on Population and Development, establishing ground-breaking, evidence-based research in demographics, and building valuable partnerships with grassroots organisations that share our values, like SEED in Sierra Leone. Population Matters turns evidence and advocacy into action, shaping the laws, policies and programmes that will define our shared future.

A fairer future for all is possible, and Population Matters has developed a road map to help us get there, but no charity walks that road alone. I want to thank our supporters, donors and partners, whose generosity and trust make this work possible, and my fellow trustees, whose wisdom and dedication guide us with rigour and care. To everyone reading this report, the debate on the future of our shared planet needs your voice, too. Join us.

A handwritten signature in black ink, appearing to be 'KKT'.

Our ambitions unite with others on the same mission



Amy Jankiewicz
CEO, Population Matters

“Our work centres around developing practical, rights-based, sustainable solutions. Crucially, we don’t impose answers. We believe in the power of collaboration.”

Despite compelling evidence for rapid climate change and decades of conservation efforts, the path we’re on is still unsustainable. If we do not act, the impact on the planet’s life-support systems, systems on which humanity’s survival depends, will be irreversible.

There are not enough conversations about the impact our growing human population, which has more than tripled in the last 75 years, is having on our planet, from deforestation and pollution to the accelerating extinction of species on which the health of the planet depends.

Currently, there are **more than 8 billion people populating the Earth, with the UN predicting this number will rise to over 10 billion by 2084.** For our planet, with its limited resources, this is more than it can sustain.

When the causes and effects of global population growth are ignored in decision-making, the consequences are felt everywhere, across nature, climate stability, human rights, and in the wellbeing and survival of communities worldwide.

We know that conversations about the growing human population are challenging and that the reasons for that growth are many, varied and complicated. As the **only UK-based NGO that is willing to tackle the uncomfortable truths about the impact of human global population growth,** we’re ready to have those conversations.

Through evidence-based research and data-driven advocacy we shine a light on the key issues. Our work also centres around developing practical, rights-based, sustainable solutions rooted in facts, ethics, and respect for human rights.

Crucially, we don’t impose answers. We believe in the power of collaboration. We partner with colleagues around the globe to share knowledge about sexual and reproductive health and rights (SRHR), environmental protection and climate resilience, so people can make informed choices for themselves, their families, and their environments.

We share the belief that when people are equipped with the knowledge and the choice to shape their own futures, they drive solutions. Women gain agency. Young people find their voice. Communities thrive. Nature is protected.

Population Matters’ strategic plan unites our ambitions with others on the same mission, to find ways of living fairly and sustainably with nature and each other, as soon as possible.

A handwritten signature in black ink that reads "Amy Jankiewicz".

Our vision and mission

Our vision

A world in which our human population lives fairly and sustainably with nature and each other.

Our mission

Address the negative consequences of ever more people using ever more of the planet's resources and to inspire and engage with others to find, share and promote ways to make our vision a reality as quickly as possible.

Our principles

- Efficiency
- Collaboration
- Respect
- Inclusive leadership

Our values

- We use evidence-based research and learning to improve ourselves and our outcomes
- We work through local and global partnerships
- We are open and committed to truth
- We promote women's choices

Our charitable objects for public benefit



- 1** To advance the education of the public in issues relating to human population worldwide and its impact on sustainability.
- 2** To advance, promote and encourage research into ecologically sustainable human population levels in all or any part or parts of the world and to publicise the results of such research.
- 3** To advance environmental protection by promoting policies, in all or any part or parts of the world, which will lead or contribute to the achievement of ecologically sustainable human population levels.



Photo © Adobe

Our strategy

We believe all populations matter. We are interconnected and all species rely on each other to thrive. Acknowledging this is how we'll achieve a fairer, sustainable future for life on Earth, which sets the tone for our five-year strategic plan to 2030.

To turn our ambitious strategy into effective action, we have set out five goals, outlined here, which you can explore in more detail in this Impact Report.

Mission oriented goals

1. As the go-to organisation for leadership on human population matters, by 2030 we will work with partners to empower people to make sustainable choices about their family size, as well as creating supportive social and cultural change.
2. By 2030, we will have established a ground-breaking, evidence-based research programme that sheds light on, and offers solutions to, the personal and political challenges posed by human population growth.
3. By 2030, we will have normalised the discourse around human population and influenced the understanding of its impact on the planet in local, national and international policy agenda, especially through promoting examples of how to effect positive change.

Organisational oriented goals

4. By 2030, we will have the foundations of a global funding model that is diverse and sustainable.
5. By 2030, we will be an internationally reputable organisation and considered to be a great place to work.



Photo by Dmitry Dreyer on Unsplash

Bringing our strategic plans to life



- **Research:** We conduct original, evidence-based research that adds knowledge and solutions to the challenges of population growth.
- **Influencing:** We are growing our network of powerful advocates to ensure population issues are on the agenda, in the media, in communities and in the corridors of power.
- **Partnerships:** We work with global partners to show how real, practical, community-led ways of addressing human population growth are working on a local and national level.
- **Share and learn:** We share that knowledge across our growing networks to empower our partners to act. We learn from our partners and their experience, too.



Empowered, sustainable choices

As the go-to organisation for leadership on human population matters, we're working with grassroots partners to empower people to make sustainable choices about their family size as well as creating supportive social and cultural change.

Through these partnerships, we enhance the leadership of grassroots organisations to advance gender equality, sexual and reproductive health and rights (SRHR), environmental sustainability and development outcomes.

Our collective resilience will work to address power imbalances and inequalities, and to sustain and build momentum for gender and climate justice.

More than
5,000

people reached through our **Empower to Plan** initiative to date in Kenya, Uganda, Sierra Leone, South Sudan, Albania, Pakistan, India, Colombia, Venezuela, Brazil, Guatemala, the Philippines, and the UK.

4 New grassroots partners

funded in Africa, Asia and South America in 2025/6 and population factors influenced in three new countries – Brazil, Sierra Leone and Egypt.



“Mangroves are a lifeline for our community. They protect us from harm and provide the resources we depend on to earn a living and support our families.”

An oyster harvester and member of the **Mangrove Mothers Club** from Momaya Village, Bonthe, Sierra Leone, supported by our partner, SEED.

Goal one



The human population is growing and so is the pressure on our planet. But sharing empowering, evidence-based information can make a positive change for people, nature and planet. Without it, individuals – especially women – are denied the opportunity to make informed decisions about their bodies, health, family size, livelihoods and environment.

We've been working with grassroots partners across Africa, Asia, and South America since 2017 via our innovative Empower to Plan initiative. We've seen for ourselves that empowering women has a profound impact, propelling meaningful change through education and advocacy, improving the lives of women, girls and communities and protecting the natural world.

Forging vital partnerships

Thanks to our generous supporters, we've forged vital partnerships which are advancing women's leadership, expanding access to reproductive healthcare, and helping communities, specifically those most affected by the climate crisis, build environmental resilience.

Empower to Plan has reached more than 5,000 people to date. Every person reached is a person with more evidence-based information, more agency over their body, family, and environment. But this is just the start.

Our revised Empower to Plan initiative focuses on nurturing longer-term, co-created partnerships rooted in mutual learning, local leadership, and sustainability. This new direction empowers us to engage with the lived realities of marginalised and underrepresented groups – those most impacted by and at risk from the climate crisis, and who face significant challenges in exercising their human rights.

Around the world, communities are facing growing pressures on their health, livelihoods, and local environments, often without the education or resources they need to respond.

Our new approach puts communities at the heart of everything we do. Among the initiatives we support is the integrated PHE (People, Health, Environment) model, which links human health, community wellbeing and natural resource conservation.

Working alongside local communities, we're centred on mutual co-learning, sharing knowledge, and enhancing our partners' leadership, built on their lived experience and insights.

Together, we're capacity building for the future – strengthening skills, knowledge, systems, and resources – so that communities can solve problems and continue to reach their goals.

Together, we're expanding access to education and reproductive healthcare information, as well as resources that enable communities to claim their rights and shape decision-making agendas that impact their lives and futures.

Measuring impact, building evidence

And, with each partnership and project, we're broadening our knowledge, tracking progress and measuring impact, to help us work more effectively. We're also building valuable evidence which proves that empowering communities is the way to forge lasting change.

With global funding cuts limiting SRHR projects, our partners' core work – and their survival – is at risk. Our flexible, capacity-building, co-created partnership approach has never been more needed.

Our aspiration is that multi-year partnerships, which pair locally rooted leadership and community-led solutions with rigorous evaluation, can be extended across the world. As allies, we can tackle the causes and consequences of population growth, and seek to strengthen access to SRHR, improve gender equality, empower young people and advance environmental conservation. Together, we really can achieve a world where our human population lives fairly and sustainably with nature and each other.

Together, we
really can
achieve a
world where our human
population lives fairly
and sustainably with
nature and each other



Partner feedback

“We really felt equal and not a grantee expected to follow a fixed set of rules. Instead, there was a sense of mutual respect, and equality throughout the process. We really appreciated your commitment to local needs. Rather than imposing an international agenda, you took the time to understand and respond to local needs and contexts, which made the partnership much more meaningful and effective.

Mediterranean Youth Foundation for Development (MYF), Egypt.



Partner feedback

“The Population Matters team has worked alongside us, providing practical guidance, encouraging open dialogue, and offering the flexibility to adapt our plans as new opportunities and challenges emerged, enabling us to maximise the impact of our work. Population Matters is now supporting us in amplifying the project’s achievements so that the gains we have made can be sustained and built upon. This level of partnership is truly exceptional and unlike any we have experienced in our years of implementing development projects with different partners.”

Mohamed Salia, Executive Director, Supporting Entrepreneurship and Economic Development (SEED), Sierra Leone, Africa.



Our community partnerships

We've been working with grassroots partners across Africa, Asia, and South America since 2017 via our innovative Empower to Plan initiative. Thanks to our generous supporters, we've forged vital partnerships which are advancing women's leadership, expanding access to reproductive healthcare, and helping communities, specifically those most affected by the climate crisis, build environmental resilience.

Key

- Active/shortlisted partners for FY25-26
- Past partners (engaged through campaigns, advocacy, or events)

Na'leb' ak,
Guatemala
WINGS,
Guatemala

Turimiquire
Foundation,
Venezuela

Women for
Conservation,
Colombia

Iracambi,
Brazil

Iracambi Brazil



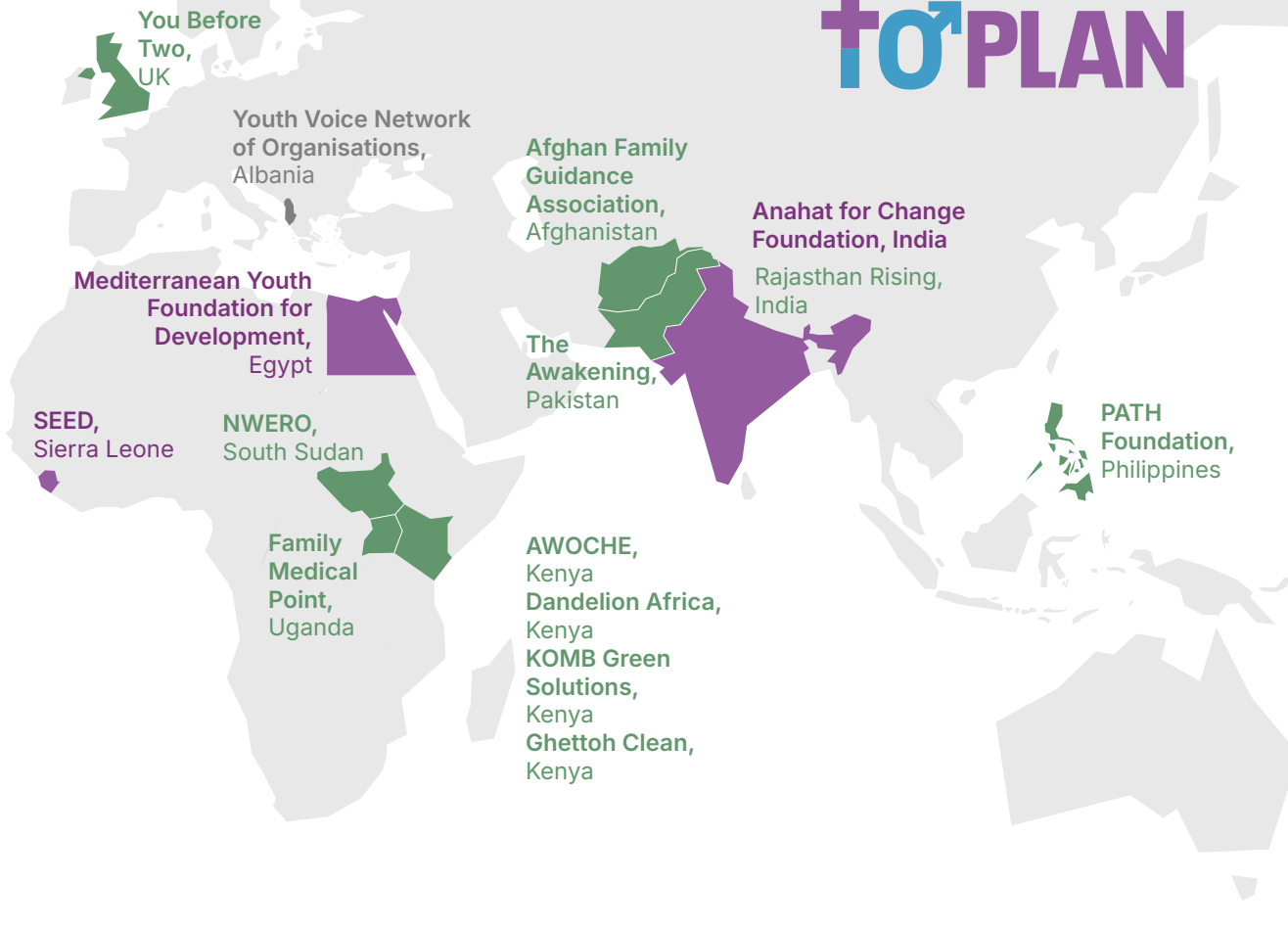
Iracambi is a community of people whose vision is to see the Brazilian Atlantic Forest restored, with prosperous communities living in a flourishing landscape. This project is conducting workshops, technical field visits, and community missions with local schoolchildren. The partnership's vision is to build a generation of young environmental leaders equipped to understand and respond to socio-environmental challenges in rural and ecologically sensitive contexts. Actions include fostering women's leadership, addressing the undervaluation of women's roles in community decision-making, with learnings grounded in real ecosystems and livelihoods (reforestation, agroecology, water resources), strengthening the link between theory and practice.

Mediterranean Youth Foundation for Development (MYF), Egypt



MYF is a youth-led non-profit organisation that fosters cultural, environmental, and social cooperation across the Euro-Mediterranean region to youth and women, especially those with limited opportunities. This environmental awareness and climate change project is delivering workshops combined with practical environmental action in two contrasting contexts: Cairo (urban, densely populated) and Alexandria (coastal, climate-vulnerable). Using insights and findings from workshops to inform advocacy and awareness efforts, the focus is on locally relevant environmental challenges.

EMPOWER TO PLAN



Supporting Entrepreneurship and Economic Development (SEED), Sierra Leone



SEED supports communities across Sierra Leone's coastal Bonthe District. Centring around environmental conservation and SRHR education, our partnership is supporting 50 women with sustainable livelihoods, such as vegetable farming and oyster harvesting, to reduce reliance on massively depleted mangrove resources, which are essential for protecting coastlines, supporting marine life and filtering water supplies. The Mangrove Mothers Circle has also been established, to link reproductive health, environmental sustainability, and long-term community resilience. This project is protecting at least 100 hectares of mangroves through local governance structures, including establishing local conservation committees and new community by-laws.

Anahat for Change Foundation, India



This women-led, non-profit organisation works at the intersections of gender, health, sustainability, and culture. Partnering with vulnerable communities, Anahat co-creates solutions that challenge harmful norms and tackle the systemic roots of gender-based violence via a peer-driven model that builds leadership from within. This will enable communities to continue driving change long after projects conclude. Our partnership is building awareness among adolescents from tribal communities in tea estates in West Bengal on SRHR, including consent, teenage pregnancy, contraceptive options, and abortion rights. Evidence-informed, art-based advocacy materials are also being developed to engage wider audiences, including policymakers and government stakeholders.



World-class research

We're establishing a ground-breaking, evidence-based research programme that sheds light on, and offers solutions to, the personal and political challenges posed by human population growth.

This is enabling us to develop and disseminate academic and action-based research and resources that support civil society organisations to integrate the causes and effects of population shifts into their advocacy, communications and policy work.

Combining robust research with advocacy collaborations, we can collectively highlight the causes and effects of population change. Our efforts will inform how governments and strategic civil society organisations increasingly recognise the role of population trends in shaping human rights, sustainable development and climate outcomes.

8 peer-reviewed articles published in the *Journal of Population & Sustainability* with total views reaching almost 180,000 since 2022. This independent, open-access, interdisciplinary journal explores the relationship between human population and environmental pressure and is a highly regarded space for rigorous research and findings. Academics constantly reference our work, and citations are increasing all the time.

We've expanded the CO₂ and population research programme to **20** countries and submitted evidence to Parliament on climate finance and net-zero policy.

We've established engagement with **111 member organisations** through the Population, Health and Environment Ethiopia Consortium (PHEEC).

“In order to enable more people to understand the impact of unsustainable population growth — overconsumption, excess resource use, and nature loss — we need compelling facts, figures and insights at our fingertips that will inspire positive action.”

Dr Joshua Hill, Director of Research and Learning, Population Matters



Goal two



Addressing the population issue takes courage and evidence

To break through taboos, navigate contested debates, forge better connections with strategic decision-makers, and contribute to constructive and solutions-oriented discussions, we need compelling facts, figures and insights at our fingertips.

Communicating the complex issues surrounding population effectively requires indisputable evidence, directly relevant to real-world decision-making, delivered with clarity and precision. That's why we set ourselves the goal of establishing a ground-breaking research programme.

To deliver this, we've established a dedicated research programme supported by world-leading experts, growing our academic research profile. This includes forming an academic partnership with the Norwich School of International Development (NISD), where we're addressing research gaps on food security, climate change and how this intersects with population.

We've also developed a comprehensive monitoring, evaluation, accountability and learning framework, to strengthen the documentation and legacy of our work and to enable us to apply learnings and add insights. These

insights are grounded in an understanding of the political, structural, socio-economic and governance realities shaping communities, and how they play out in everyday life across livelihoods, health, education and access to services.

Just as important is translating our findings into practical tools that support grassroots action, enabling communities to drive positive, self-determined change.

End-to-end field research project

With this aim in mind, our in-house research team recently designed their very first evaluation framework for an end-to-end field research project to support our partner in Kenya – the Critical Conversations Association (CCA). This is a grassroots organisation that uses arts, theatre, and peer education to address rapid population growth, climate change, and environmental pressures. Our evaluation framework will strengthen CCA's community-led model and build evidence of impact, all within its Active Hope framework.

In addition, we can integrate robust, peer-reviewed material into our reports, briefings, articles, and other communications, to cut through the noise and enable us to make our case in the most powerful way.

Our UN Submission to the United Nations Commission on Population and Development, together with our *Unspoken Crisis Nigeria* report, sparked critical discussion with the Nigerian government, United Nations Population Fund and Ethiopia partner coalition on the urgency to address the impact of demographic shifts and rapidly rising population in order to achieve the UN Sustainable Development Goals.

Challenging the narrative

Back in the UK, we were asked to contribute expert insight on the Parliamentary Office of Science and Technology's briefing on the social and economic consequences of falling fertility. This was a great opportunity for us to challenge the economically focused pro-natalist narrative increasingly seen across the Global North.

Thanks to the generosity of our supporters, we're preparing to launch some exciting new international research projects. These include Climate Change, Female Labour & Fertility, Pronatalism, Food Security and Population Change, as well as Alternative Economics.

These will provide us with a strategic opportunity to engage scholars and policymakers at the intersection of land use, conflict sensitivity, and human and planet wellbeing. We'll use our findings to highlight the links between the causes and effects of population growth and demographics, sustainable development, and the environment, to help close evidence gaps and influence global policy decisions.

“Before I came to this session, I didn't have in mind family planning, but I saw it's very beneficial and changed my mind.”

A participant of the **Critical Conversations Association and Population Matters workshop in Kenya**, where research suggests around 25% of young women lack access to family planning.



“Other organisations don’t reach the most remote communities. Because we are trained and really understand, we have an impact.”

Sam, a CCA Peer Educator

Population Matters is supporting the Critical Conversations Association (CCA) enabling young Kenyans to shape their own future

Kenya faces intersecting population and environmental challenges. Rapid population growth, environmental degradation, and escalating human-wildlife conflict are challenges that demand innovative, community-rooted responses. This is where the Critical Conversations Association (CCA) comes in, a grassroots organisation that Population Matters has partnered with since 2022.

CCA's model centres on peer education: young people from local communities facilitate 10-day workshops that integrate culturally sensitive messaging with participatory, engaging activities. These peer educators bring lived experience and deep community knowledge. They understand the challenges their neighbours face and how to approach sensitive conversations with cultural understanding and respect. They invite participants to reflect on past patterns and envision how the future could be different, all within the framework of environmental stewardship and informed personal choice.

The support from Population Matters focuses on strengthening CCA's community-led model, along with building evidence of impact, specifically through an academically rigorous study. This evidence will allow the work of the CCA to spread to other communities and inform policy makers and grassroots organisations alike.

Preliminary results suggest that participants in the workshops reported measurable shifts in thinking. Following sessions, young people demonstrated an increased awareness of environmental challenges and how population dynamics influence conservation outcomes.

The CCA demonstrates the power of youth-led, culturally grounded approach to complex challenges and our aspiration is that this approach can be extended throughout Sub-Saharan Africa and beyond.



Talking about population

We work to normalise the discourse around human population and influence the understanding of its impact on the planet in local, national and international policy agendas.

With our partners from the Global North and South, we amplify verified scientific proof, case studies and human stories to highlight the links between population growth and consumption, and the effect this has on the wellbeing of people, nature and planet.

Human rights should be the foundation of every population and environmental policy, and we'll keep making that case in every room that matters.

Our approach is gaining traction across the media and on social media platforms, helping expand public engagement and raising awareness of the links between population growth, human rights, sustainable development and protection of the environment.

Over
1.3 million

views across our social media platforms and website, with half a million unique users directly reached and over 38,000 interactions with our social media content.

“At the 2025 International Union for Conservation of Nature (IUCN) World Conservation Congress, we made connections with strategic IUCN stakeholders. Population Matters also, for the first time, voted in the councillor election and motion process. We were delighted to see that Motion 061 – ‘Recognising the crime of ecocide to protect nature’ – was passed.”

Jameen Kaur, Director of Advocacy and Influence, Population Matters



Goal three



We need more people to talk about population. We know it's not an easy conversation to have, but we're primed and ready for the debate.

For everyone who cares about our planet, the impact of an ever-growing global population has to be top of the agenda. Population growth underpins multiple drivers of habitat loss and biodiversity decline.

As we outlined in our *Dried Up Futures* report, more people need ever more food. Land clearing and pesticide run-off from intensive agriculture accounts for up to 80% of extinction threats to mammal and bird species.

More people need ever more space. Damaging human activity continues to encroach on natural environments, with humans expected to expand into 50% more land by 2070 – increasing human-wildlife conflict and nature loss.



Population Matters has worked with the Civil Society Legislative Advocacy Centre (CISLAC) for the past two years to address the underlying causes and impacts of high population growth in Nigeria, and how it can transform the vibrant energy of its youth into lasting prosperity.

More people need more things. Our population's relentless consumption of resources such as timber, oil and minerals is continuing to destroy natural habitats around the globe.

The facts speak for themselves, yet 'population' remains a loaded and taboo word. It carries the legacy of laws and policies that weren't centred on human rights, and it's often stigmatised or misunderstood.

Yet, burying our head in the sand is not an option. We want people across the world to have honest, open conversations about population.

Amplifying the evidence

We want to share the evidence that rights-centred, community-led approaches can tackle the causes and effects of unsustainable population growth and improve outcomes for people, nature, and the planet.

We know that conversations about the growing human population are challenging and that the reasons for that growth are complex. Poverty, insufficient women's leadership and support for women's rights, a male-dominated culture and an insatiable drive for global economic growth are all causal factors. This is compounded by the worrying rise of toxic pronatalism, the harmful impact of cuts in USAID and the reality of dealing with administrations that continue to snub the rule of law.

Undaunted by the challenges we face, we're committed to bringing these difficult yet vital conversations into the mainstream.

Engaging with influential policymakers

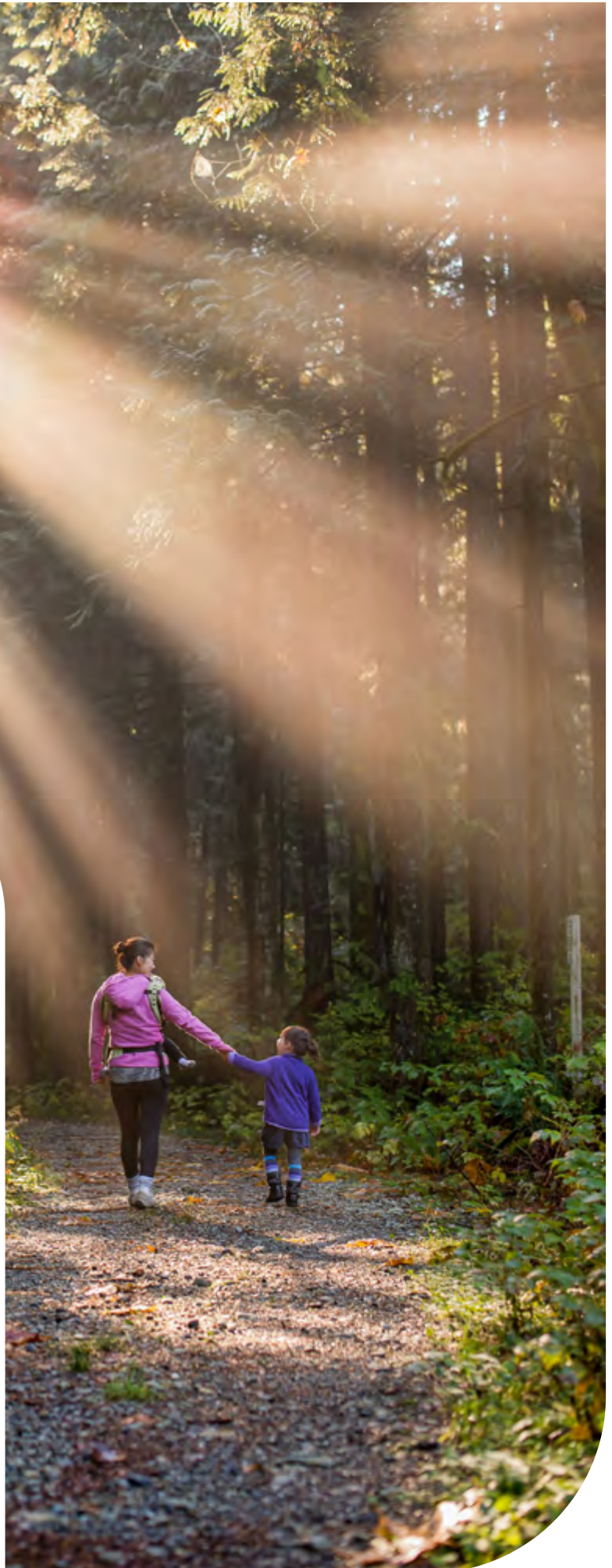
At the United Nations Commission on Population and Development, 59th session (2026), we reached several influential policymakers. For the first time, Population Matters, partnering with the Nigerian government and the Population Health Ethiopia Consortium, convened a panel to discuss breaking the population taboo. We urged governments to invest in integrated population-development-environment research, scale reproductive rights funding, and close the gap between technological innovation and the communities that need it most.

With our Nigerian partner, the Civil Society Legislative Advocacy Centre (CISLAC), we called on the Nigerian government to take stronger, evidence-based action to manage the impacts of high population growth and confront the underlying root causes – principally the unmet need for family planning and lack of access to education.

From attending global events to engaging with governments and our grassroots partners – thanks to our committed supporters – the Population Matters team is working tirelessly to ensure the issue, the causes and effects of population growth, becomes central to the debate on the future of our precious planet. And we won't stop until we get our message across.

“We’ve still got to have this conversation about how many people can the planet support. It’s still controversial at the moment, but unless we have those conversations in public, it will continue to be controversial.”

Chris Packham, Patron, Population Matters



Diverse, sustainable funding

By 2030, we'll have the foundations of a global funding model that's diverse and sustainable to secure our long-term future. Of course, this is only possible thanks to the amazing people that continue to support us.

We'd like to say a big thank you to each and every one of our supporters. It's only thanks to their commitment that we're able to achieve our vision. Achieving long-term systemic change takes time, and we're proud to have so many supporters on the journey with us.

In this reporting period, many individuals actively supported our work by signing up as a member or regular giver, making a major donation, registering for Gift Aid, or leaving a gift in their will. Long-term income enables us to predict how much money we will have years down the line to fund our research and advocacy and influence work.

We're heartened that thousands of our supporters showed their commitment by donating an incredible £104k to our recent fundraising appeals. Learning for Life is helping to support our Empower to Plan partners (see pages 8 to 13), and our Act Now for Nature appeal raised more than 250% of its original fundraising

goal. We've also had significant support for our vital research in how population growth and consumption impact nature in the Brazilian Cerrados. This hugely significant area – the world's most biodiverse tropical savanna – is sadly being lost to agricultural expansion.

Our supporters' donations are bolstering community-led solutions that sustain habitats, nature and biodiversity, and influence governments and policymakers to take meaningful, long-term action. This funding is also expanding access to voluntary family planning and education, supporting people to make informed choices while reducing pressure on at-risk environments.

Times are tough for the charity sector, and for everyone feeling the pinch of the economic crisis, with a year-on-year decline in public donations. That's why we're so grateful for our supporters, who stand by our side every year and work to address inequality of power, overconsumption and the systemic denial of rights and resources.

But growing our movement matters. To reach out to more people like you, and to ensure our supporters have a variety of ways to be a part of this mission to protect people, planet and nature, we're building our fundraising portfolio to ensure short-, medium- and long-term commitments are available. We're also looking at non-public fundraising opportunities to further secure our financial future.

“I've been a supporter for several years now and I really appreciate the excellent work you do around the world... with best regards and much gratitude for all the good work you do.”

A Population Matters supporter

Remembering those who have left a lasting legacy

We would like to thank the following people, whose thoughtful legacy pledges to Population Matters have given us the power to continue our work. We will uphold their belief that change is possible and, together, we can protect our planet, its people and the natural world. Their legacy lives on through the work we are building together.

*Geoffrey Willett
Stephen Miles
Leon New
Keneth Newell
Tessa Newman*

*Angela Broome
Corrie Wright
Mark Hitchens
Theresa Macintyre*

“If one’s life is to have any meaning, it should be devoted to leaving some benefit, however small. That is why I shall leave a bequest to Population Matters.”

John, Population Matters legacy pledger



Photo by Annie Spratt on Unsplash

Could you consider leaving a gift to help shape a better world for future generations?

What kind of world do you hope future generations will inherit? One where people live fairly and sustainably with nature? Where girls everywhere can complete their education? Where women are empowered to choose their own fertility preferences? Where there's less pressure on our planet's resources, allowing both people and nature to thrive?

For the past 35 years, thanks to the generosity of our supporters, we've been working towards a world where our human population lives fairly and sustainably with each other and the natural world. But creating lasting change takes more than 35 years. In truth, this work may not be finished by our 50th anniversary. It may not even be finished by our 100th. That's because the challenges we're tackling are measured in generations, not years.

Legacy gifts have so much impact. Every gift in a will, whatever its size, helps sustain the long-term work needed to challenge stigma, influence policy

and champion research-informed solutions that create lasting change.

After taking care of the people you love, a gift in your will to Population Matters is one way your values can continue shaping the future of our precious planet for generations to come. And now we can make it easier to ensure your wishes are followed. We've teamed up with the National Free Will Network and MyIntent to offer a free will writing service which you can do online, or by meeting a local solicitor. There's no obligation to leave a gift to us if you use this service, but if Population Matters is part of the legacy you'd like to leave, this gift can help ensure our vital work continues long into the future.

If you'd like to find out more, visit populationmatters.org/donate-legacy or give us a call on **020 4552 5115** for a confidential, no-obligation chat. **Thank you for your kind generosity.**



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Global and great

By 2030, we'll be an internationally reputable organisation and a great place to work.

Right now, we have a passionate, skilled, aspirational and dedicated team of people, united by our purpose, who are working together to deliver Population Matters' vision and mission. Why Population Matters? Let some of our team tell you in their own words...

"I joined Population Matters because it's one of the few organisations courageous enough to confront some of the most complex and urgent challenges facing our planet. By shining a light on the interlinkages between population growth, gender equality, environmental degradation and climate change, we help drive evidence-based solutions from grassroots communities to global forums."

Paula Mignucci,
Senior Philanthropy Manager

"Population Matters sits at the critical juncture between so many of the challenges we face as a species. Literally every Sustainable Development Goal is in some way contingent on demographic pressure or our consumption patterns. The opportunity for us to have a significant impact on our planet's future gets me out of bed each morning."

Dr Joshua Hill,
Director of Research & Learning

"Inspired. Motivated. Determined. That's how I feel every single day talking to, and hearing from, our supporters. Times are tough but being surrounded by those who want to create a more just and harmonious future for people, nature and planet is what keeps me going."

Emma Lewendon-Strutt,
Director of Fundraising & Engagement



Photo by Noorulabdeen Ahmad on Unsplash

With gratitude to our Patrons

2025–6



Sir David Attenborough
OM CH CVO CBE FRS
FZS FRA Internationally
respected naturalist,
broadcaster and
presenter.



Chris Packham
Naturalist, campaigner,
nature photographer,
broadcaster and author.



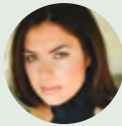
Jonathon Porritt CBE
Director of Forum for
the Future, former Chair
of the UK Sustainable
Development
Commission, President
of Population Matters.



Susan Hampshire
OBE Actress
and population
campaigner.



Sara Parkin OBE
Principal Associate
of The Sustainability
Literacy Project. Former
Chair of Population
Matters (2019–2025).
Co-Founder of Forum
for the Future. Long-time
campaigner for many
green organisations.



Leilani Münter
Ex-race car driver,
child-free champion
and environmental
campaigner.



Prof Sir Partha Dasgupta
FRS FBA Frank Ramsey
Professor of Economics,
University of Cambridge.



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



Gordon Buchanan
MBE Wildlife filmmaker
and presenter who has
an MBE for services
to charity and wildlife
conservation.



Judy Ling Wong CBE
Hon President of Black
Environment Network
(BEN), focused on
integrating environmental,
social and cultural
issues in the context of
sustainable development.



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



**Dr Gladys Kalema-
Zikusoka** Founder and
CEO of Conservation
Through Public Health and
founding CEO of Gorilla
Conservation Coffee.

**We also remember three
prominent Patrons, whose legacy
lives on through the work we
continue to build together.**



Dame Jane Goodall
PhD DBE (1934–2025)
Founder of the Jane
Goodall Institute and UN
Messenger of Peace.



Prof Paul Ehrlich
**ForMemRS (1932–
2026)** Bing Professor
of Population Studies,
Stanford University.



Malcolm Potts MB BChir
PhD FRCOG (1935–2025)
Professor in Maternal and
Child Health.

*“I am honoured to
become a Patron. In my
work, I have seen how
closely the wellbeing of
people, families, wildlife
and ecosystems are
connected.”*

Dr Gladys Kalema-Zikusoka
our newest Patron



How you can help

Without your continued support and generosity, we simply wouldn't exist. You enable Population Matters to push for a sustainable world for all populations – and there are lots of ways you can get involved.

A fairer, more sustainable world isn't just a vision – when you support Population Matters, it's something you are helping to build. Together, we're working towards a future where people live in balance with nature and with each other.

At a time when growing pressure on the planet is driving climate change, biodiversity loss, and inequality, your support makes practical, lasting solutions possible.

Because of you, we can inspire change, share knowledge, and champion ways of living that protect both people and the natural world. Every conversation started, every project supported, every step forward all begins with people like you. **There are many ways to get involved, and each one helps turn this shared vision into reality.**

Spread the word

People who hear and understand the facts about population and our environmental crisis are often shocked, but almost always recognise that they are true. And, when they learn about the effective, ethical and positive solutions to unsustainable population, they support them. Spreading the word to others is one of the most effective steps you can take to generate support for this cause and bring about the changes that are needed.

Population Matters is so very important, because this is one of the most important issues that we face today. We can't go on like this; we can't push human population growth under the carpet... I would encourage every single conservation organisation, every single government organisation, to consider the absurdity of unlimited economic development on a planet with finite natural resources.

Dame Jane Goodall (1934-2025)
Patron, Population Matters

Set up a regular donation

Wherever you live in the world, you can set up a regular monthly or annual donation to Population Matters. Regular donations help us to plan ahead and commit to long-term projects, meaning your contribution will have a significant, sustained impact. Every single donation is hugely appreciated. Visit populationmatters.org/donate

Support our appeals

Is educating people about population, biodiversity and climate important to you? Do you agree that robust research that urges policymakers to recognise the role of population trends in shaping human rights, sustainable development and climate outcomes is desperately needed? By supporting our appeals you're not just making a donation, you're helping to influence decisions that protect nature and strengthen communities. Visit populationmatters.org/appeals

Photo © iStock



Get in touch – we'd love to hear from you

However you choose to support us, you are making a real and meaningful difference. Thank you.

To find out more visit:

populationmatters.org/donate

Drop us an email at:

supporters@populationmatters.org

or call us on

020 8123 9116

Our priorities

Our 2025-2030 strategy sets out an ambitious agenda to address several overlapping problems which are complex and interrelated.

Population remains a taboo and stigmatised topic, there is a lack of evidence-based research to address the causality of population growth and demographics on the environment, and in consumerist capitalist markets, price does not reflect the 'true cost' of production on the environment.

Conflict is fuelled by resource scarcity, and pronatalist policies ignore climate evidence illustrating population growth and rising per-capita consumption as the strongest drivers of ecological degradation.

There is a rise in mis- and disinformation, and women and girls, specifically from marginalised communities, face entrenched discrimination that limits their enjoyment of their fundamental rights. These impacts are not driven by how many people there are on the planet, but by unequal power, consumption patterns and a systemic denial of rights and resources.



The actions we will take

We will work to address these areas by strengthening the interlinkages between population dynamics, environmental sustainability, human rights, and gender equality. We recognise that lasting impact cannot be achieved through a single lever.

- We will expand evidence-based-research and implement solutions that address the 'causality' of population growth and demographic shifts.
- We will leverage our evidence to inform and influence local, national and global decision-making forums, and build momentum and urgency for increased investment.
- We will strengthen coalitions, power grassroots organisations, apply advocacy and people-centred narratives, share research and knowledge, advance the rights and leadership of women and build resilience.

We can only do this work with strong financial foundations, and our fundraising activities will focus on three core areas: innovating and strengthening core income streams, informing all activities with data-driven insights, and diversifying our fundraising portfolio to provide robust short-, medium- and long-term income. We will integrate non-public fundraising into the portfolio to offer security to our financial future.

Together with our partners, and with a firm financial footing, our efforts will contribute to a world in which all people, especially those most marginalised, can exercise full bodily autonomy, make free and informed reproductive choices, and live with dignity with each other and nature within planetary boundaries.

“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. The essential common factor is to make family planning and other reproductive health services freely available to everyone and empower and encourage them to use it, though of course without any kind of coercion.”

Sir David Attenborough, Patron, Population Matters



Photo by Jan Cauty on Unsplash

**POPULATION
MATTERS**

PEOPLE — NATURE — PLANET

Find out more at
populationmatters.org