

# Rewriting Earth

## ANNUAL REPORT 2024

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### REFERENCE AND ADMINISTRATIVE DETAILS

**Governing document:**

Charitable Incorporated Organisation Constitution

**Board of Trustees:**

Dr Alister Scott (appointed 25 August 2022)

Clara Lopez Prunonosa (appointed 29 July 2024)

Rachel Kropa (appointed 31 July 2024)

Daisy Steel (appointed 29 September 2023)

Sarah-Florence Lord (appointed 19 May 2022)

Sarah Elizabeth Greenfield Clark (appointed 27 April 2022)

Truly Ko (appointed 13 September 2023, resigned 10 January 2024)

Paul Goodenough (ex-officio)

**Founder and Chief Executive Officer:**

Paul Goodenough

**Registered office:**

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

**Bankers:**

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

**Independent examiner:**

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

**Charity Number:**

1198287

**Company Number:**

CE028629

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## AN INTRODUCTION FROM OUR CHAIR, DR ALISTER SCOTT

The urgency of the climate and nature crises is growing, and yet too often, important environmental messages remain locked within an echo chamber. At Rewriting Earth, we believe that for change to happen at scale we have to reach new audiences, spark empathy and inspire action. And creativity, emotion and storytelling are the most powerful tools to achieve that. As a creative agency for the planet, our mission is to bridge the gap between the facts and the feelings - to make climate and nature stories resonate beyond the bubble.

2024 has been a landmark year for Rewriting Earth. Building on the momentum of our founding years, we have grown our reach, diversified our impact and strengthened the foundations of the charity. With potential reach of more than 240 million people through just two of our flagship campaigns we've not only connected with new audiences about the climate crisis but have also deepened the emotional resonance of our work.

Working with forward-thinking NGOs and Foundations we have seen powerful successes...from connecting grassroots climate concerns with national media moments to launching an animated campaign alongside Jane Goodall and Peter Gabriel. We have demonstrated the power of high-quality storytelling to inform, connect and mobilise. Our collaborations have expanded across Europe and beyond, and we've worked with sector experts, creators, celebrities and campaigners - proving again that change happens when we work in partnership to meet people where they are with stories and campaigns that touch them.

As we look ahead, we remain committed to building collaborations with other amazing people and organisations - delivering powerful, accessible content related to biodiversity, climate justice and the systems that underpin them in ways that cut through. We are proud of our small but mighty team, whose ambition, innovation and agility continue to outperform expectations. With the strength of our growing network, and with old and new partners, we know we can go even further in the year ahead.



**DR ALISTER SCOTT, CHAIR OF TRUSTEES**

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## OBJECTIVES

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

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

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

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## LOOKING BACK AT OUR ACTIVITIES IN 2024

This year was outstanding for Rewriting Earth, flying well past the performance of 2023. We connected with more people than ever, with two of our joint campaigns with potential reach of over 243 million people. On our social channels, we reached 6 million people, with 850,000 engagements across Instagram, Reddit, TikTok, Facebook and Twitter. Our big focus of the year was our Save Our Grassroots campaign, as well as our Saving Jane animation in partnership with Make My Money Matter, Global Witness, Global Canopy and Strange Beast to create a viral short film and Purpose Awards finalist that reached over 58m people, starring Dr Jane Goodall and featuring an exclusive track by Peter Gabriel.

In terms of our charitable objectives, Save Our Grassroots made a significant impact by raising awareness about environmental issues affecting local communities, with a particular focus on the importance of green spaces and climate change. We continued our work with Project Everyone, pressuring the World Bank and the International Monetary Fund to increase their climate spending. We worked with the European Climate Foundation to emphasise the importance of sustainable local farming and showed our support for the sustainable food system framework being worked on in the EU.

Everything we do is about partnership and collaboration. We fostered and grew relationships with organisations such as: The Climate Coalition, Global Witness, Sea Shepherd, Ecotricity and the European Climate Foundation, as well as increasing our relationships with creators and celebrities including Peter Gabriel, Dr Jane Goodall, Paul Merson, Gary Lineker, Rob Rinder, Steve Backshall and a host of online influencers and creators.

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

**PAUL GOODENOUGH, FOUNDER AND CEO**

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## ACHIEVEMENTS AND PERFORMANCE - WHAT REWRITING EARTH HAS ACHIEVED IN 2024

Our Save Our Grassroots campaign built a national groundswell of love for green spaces threatened by climate change. These spaces are vital hubs that bring together people from all walks of life, foster community, inclusivity and well-being. We created social content featuring household names telling stories about their favourite memories of green spaces growing up. We organised a football game, to be played in Wellington boots between sports stars, celebrities, activists and other key voices, we also ran the Cardiff marathon in a wetsuit, and created local fun events to bring the community and their MP together in one place. The campaign had potential reach of 187.8m, trended on X (Twitter), and was featured on Match of the Day and the Daily Mail. We worked in partnership to create a number of physical events across the UK which connected local everyday people with environmental figureheads, MPs, celebrities and athletes. Statistically, this was our most successful campaign to date, massively helped by the pickup this campaign received from UK Press and TV, but also the impact of our fantastic partners.

Saving Jane is an animated video launched in collaboration with conservation icon Jane Goodall DBE and featuring an exclusive re-recording of Peter Gabriel's hit "Red Rain". Rewriting Earth was part of a wider campaign with Make My Money Matter, Global Canopy and Global Witness to show the impact that pension funds can have on deforestation, without the knowledge of ordinary people paying into them. Our goal was to make people empathise and personally relate to the issue, giving them the tools to educate themselves, and let them decide what action to take. We encouraged the audience to check their pension provider with the Make My Money Matter platform and make sure their pensions weren't being used for deforestation and other environmentally damaging practices. This campaign had a potential reach of over 55 million people across social and traditional media.

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We worked with the European Climate Foundation to promote a positive, sustainable vision for the future of farming in the EU, with a particular focus on France and Germany. We commissioned primary research to define the key target audiences in each country. This campaign happened during a tumultuous period marked by large scale farmer protests. This meant we had to adapt the campaign on the fly, but through excellent communication, teamwork and collaboration, we managed to traverse the difficulty with success. We created six animations, three in German and three in French, with each tackling a specific topic: pesticides, farmer livelihoods and climate change. We worked with the pan-European NGO Good Food Good Farming to build their capacity and support their online and in-person campaigns with resources, media assets and guidance on how to run a successful campaign.

We continued our work with Project Everyone, focusing on international finance and the impact that institutions could have on the world if they changed their policies. We also highlighted lesser-known parts of the international finance world and showed how important it is in tackling the climate crisis. A key focus for this project was on international debt and how G20 countries could drastically reduce the impact centuries of debt have had on lower-income countries. This campaign reached over 1.4 million people and had over 140,000 engagements.

With Sea Shepherd we created a 10-part comic on the impact of Krill fishing on the oceans, calling for the public to join their Krill investigation. We created this comic in 10 different languages, but our successful partnerships with wonderful artists and letterers helped us a great deal in overcoming the complexities.

We continued creating videos and memes internally, building our capacity to create content without the need for external funding. We have shown our ability to be agile, respond quickly to events and show our skills in video creation, joke writing and meme creation.

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## FINANCIAL REVIEW

### Performance

In the year total income was £357,436

### Notes on income and expenditure:

Rewriting Earth has continued to strengthen collaborations and partnerships. This has enabled the activities and achievements outlined above to be achieved. The charity has maintained a very lean operation in order to maintain a low cost base while delivering on its core mission. Income was a mixture of unrestricted funding and restricted grants for specific projects.

The charity is extremely grateful to those individuals and organisations who have bought into the vision and have supported the work in 2024.

Governance costs were £4,164.

### Key risks at the start of 2025 are:

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

We are keen to continue to grow and need to continue developing a larger, more diverse portfolio of funding in 2025 and beyond in order to deliver on its mission.

### Actions to control/mitigate:

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

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## FINANCIAL REVIEW

### **2. Financial risk related to low reserves**

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

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

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

#### **Reserves Policy**

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



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## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

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

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

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

There were two new trustee appointments and one trustee resigned during the period.

### **Organisational Structure**

The Trustees had four full formal meetings in 2024. In addition to the full Board meetings, there was active engagement of trustees in all aspects of the charity's work including communications, fundraising and finance.

### **Senior Staff**

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

### **Pay and Remuneration**

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

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## **Risk assessment and management**

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

## **Public Benefit**

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

**Approved by the Board of Trustees on 17th of October 2025  
and signed on its behalf by:**

A handwritten signature in black ink that reads "Alister H. Scott". The signature is written in a cursive, slightly slanted style.

**DR ALISTER SCOTT**

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

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## **INDEPENDENT EXAMINER'S REPORT**

**to the Trustees of Rewriting Earth**

**MANDER DUFFILL**

Signed

For and on behalf of Mander Duffill Date