



Trustees' Annual Report (TAR) and Charity Accounts
12 Months ended December 31st 2022



Charity Number: SC047595
PROTECT OUR WINTERS UK
TRUSTEES' ANNUAL REPORT
YEAR ENDED 31 DECEMBER 2022

The Trustees present their annual report and the independently examined financial statements of the charity for the 12 months ended 31st December 2022.

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REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name: Protect Our Winters UK

Charity registration number: SC 047595

Registered address:

13/3 Clarendon Crescent,
Edinburgh
EH4 1PU
Email: contact@protectourwinters.uk
Website: www.protectourwinters.uk

Charity Trustees are:

1. Simon Dawes (Chair) appointed 1st September 2022
2. Alexander (Sandy) Trust resigned as Chair 1st September 2022 but remains a Trustee
3. Scott Burrows (Secretary)
4. Adam Hall
5. Edward Finlay
6. Hannah Bailey Appointed October 2020
7. Marianne Maitland (Treasurer) - appointed June 2021
8. Tom Mountford appointed 1st December 2022

Other Trustees who served during the year were:

1. Alasdair Conroy - resigned as Trustee 31 October 2022

Independent examiner:

Krysia Smith
ADD Accounting Solutions Limited
12 Loaning Crescent
Peebles
EH45 9JR

STRUCTURE, GOVERNANCE AND MANAGEMENT

Our eight person board meets quarterly.

According to the Constitution, Trustees can be elected at any Board meeting. Under the constitution there must be a minimum of three and maximum of ten. The Trustees are responsible for the strategic direction and governance of the Charity and the day-to-day management is led by the trustees working hands on with 5 members of staff and a number of key volunteers.

On our growing staff team we have

- **General Manager** Lauren McCallum, who works full time across the organisation. Her priorities are: liaise with ambassadors; work with corporate partners; liaise with other climate change NGOs; liaise with other POW Chapters; develop and lead campaigns; attend events and manage the team.
- **Head of Programmes** Dom Winter, who works 4 days per week developing and delivering our Carbon Literacy Training programme; developing and managing the POW Pledge for Business and the POW website; supporting campaign development and delivery and on-boarding volunteers.
- **Marketing Manager** Adam Raja, who works 4 days a week focussing on social media, communications and merchandise.
- **Fundraising and Partnership Manager** Lindsey Dixon has increased to work 4 days a week in 2023. Lindsey's focus is on developing partnerships and generating sustainable revenue from all sources.
- In 2023 we are currently recruiting for a **Programme Coordinator**, 4 days per week, to support the team across all activities

In 2022 we had approximately 30 volunteers supporting project management, video editing, social media, communications, digital development and merchandise. We use remote working tools augmented with regular calls.

There are now **14 POW chapters across the globe**, each with separate governance and missions but with a shared brand and overall ambition.

RESPONSIBILITIES OF THE TRUSTEES

The trustees are responsible for preparing the Trustees Annual Report and the financial statements. The law applicable to charities in Scotland requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting practices have been followed subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

OBJECTIVES AND ACTIVITIES

Who We Are

Protect Our Winters UK is an outdoors climate action charity.

Mission

We help passionate outdoor people become effective climate advocates to achieve **systemic solutions to climate change**, protecting our world today and for future generations.

Vision

To achieve 'Net Zero' as close as possible to 2040 (in UK)

To get there, we believe the world must embrace renewable energy, electric transportation, green finance, and a managed decline of fossil fuel extraction.

Goal

By the end of 2024, POW UK will build the most influential base of concerned outdoor citizens in UK history for climate ambition.

What we do

We deliver community education and engagement programmes, (like our Carbon Literacy Training), provide organisational climate action support (like our POW Pledge), and campaign for systemic policy solutions to climate change.

Why we do what we do

The UK's policies are not sufficient to achieve Net Zero, destroying the people and places we love.

If the millions of people in the outdoors community and industry come together, we can be the most influential pressure group in the UK on climate.

KEY ACHIEVEMENTS AND PERFORMANCE FOR 2022

Our full 2022 Impact Report can be seen here ([POW UK Impact Report](#)) and details all our campaigns, activities and successes in 2022. Highlights are:

Campaigns

- We sent an **Open Letter to and met with British Cycling** in response to their partnership with climate destroying fossil fuel giant Shell. We received huge support from the cycling community and had a constructive conversation with British Cycling about our concerns. British Cycling agreed to take our Carbon Literacy Training and are also hiring a sustainability manager.
 - Reach: 11k; Impressions: 13.1k; Engagement: 2k
- **#EarthDay22** coincided with The Big Give's Green Match Fund, which meant that all donations made to POW UK via the Big Give campaign page were matched - We smashed our goal of £10,000 and raised an incredible £25,100.
- **#StopRosebank** Following success in 2021 with an end to development of the North Sea Cambo oil field, an application was submitted for UK government approval for a new, huge North Sea oil and gas field - Rosebank. Over 130,000 people signed the petition demanding the UK government stop Rosebank. We joined a coalition of over 200 organisations who wrote an open letter calling for the UK government to reject Rosebank and end all North Sea oil and gas expansion.

Community Education

Our Carbon Literacy Training (CLT) is a one-day course tailored for passionate outdoor people and designed to the Carbon Literacy Standard, developed by the UN-recognised Carbon Literacy Project, it's particularly impactful to our community.

- We empowered 224 people to take climate action - nearly double 2021
- 17 courses delivered - 135 individuals; 55 Staff of outdoor companies including Ellis Brigham, Faction, and The North Face; 34 BASI & mountaineering instructors

Organisational Climate Action Support

The POW Pledge is a framework and digital portal that supports organisations to take meaningful climate action towards Net Zero.

- 16 Organisations publicly committed to Net Zero targets
- 140+ Organisations signed up to the Pledge
- 250 Organisations using the Pledge tools via external provider

Growing our Reach - We've been growing our reach and diversifying our audience to help build our base and increase the scale of impacts. Our community continues to grow and social media and email remain important lines for communicating and engaging with our community.

Total Social Following: grew from 16,300 to 18,897

Email Subscribers: grew from 2,900 to 3,600

Events

Events attended: 13+

Talks delivered: 20+

Estimated reach: 10,000+

-> Magic Mountain; The Mighty Co; Fort William Mountain Festival; Kendal Mountain Festival; Arcteryx Academy; London Climate Action Week; SCCS MSP event; Blue Earth Summit; Propski; Snow show; 1% Planet London Summit; Patagonia Pro Session; Listex

POW in the Press

With the lack of snow during the Winter Olympics, our collaborative report, *Slippery Slopes: How Climate Change is threatening the 2022 Winter Olympics*, garnered a lot of mainstream attention. This report alone generated 102 stories with a potential reach of 495 million, and showed up in publications including The Guardian, Sky News, BBC and The Scotsman, amongst others.

FINANCIAL REVIEW

Receipts and Payments Accounts

Receipts £	12m to 31/12/22	12m to 31/12/21
Bank Interest	14.28	20.54
Corporates	131,401.42	81,691.77
Public Donations	20,918.28	60,586.68
Gift Aid	1,490.97	2,641.45
Grants	5,692.50	0.00
Trusts and Foundations	5,500.00	2,000.00
Merchandise	13,522.94	11,855.77
Earned Income	15,760.48	3,917.62
Universities	554.54	700.00
Receipts Net of Vat	194,855.41	163,413.83
Vat Cash Adjustment	3,896.79	1,974.00
Total Receipts	198,752.20	165,387.83

Payments £	12m to 31/12/22	12m to 31/12/21
Accountancy	125.00	0.00
Advertising & Marketing	888.88	3,337.52
Bank Fees	82.90	90.00
General Expenses	15,258.96	27,499.93
Events & Travel	10,665.73	4,192.02
Insurance	1,280.58	898.18
Merchandise	8,245.50	9,242.04
Staff	159,599.43	123,459.50
Staff Training	2,177.00	0.00
Total Payments	198,323.98	168,719.19

Surplus/(Deficit) for the Period	428.22	-3,331.36
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Our Charity and our operations are funded through donations from companies, non-profit organisations, universities, and private donations.

For the 12 month period to 31st December 2022:

Receipts grew by 19% to £194,855. **Payments** for the year were £198,324 (18% Growth) as we grew the organisation and grew our reach, resulting in a small surplus of £428.

Our primary **source of funds** continues to be *Corporate Donations* at £131,401 (up 61%).

- Key *Corporate Donors* in 2022 were Boom Power (a solar energy company) and NJL (a Planning Consultancy) - all of whose support is critical to our growth and success.

- In 2022 we increased focus on *Grants, Trusts & Foundations* which grew 5 fold to £11,192

- *Earned Income* tripled to £15,760 as we increased CLT delivery and partnered to support organisations and their employees in their journey to net zero

- *Public Donations* fell by two thirds to £20,918 due to less focus on individual based fundraising activities in 2022 and with 2021 seeing a boost from COP26 and a significant in memoriam donation.

- Included in our receipts in 2022 were £16,467 of restricted funds which may only be used for purposes specified by the donors. These restricted funds were:

- £9,300 to subsidise and expand delivery of Carbon Literacy Training (£3,692 unspent at 31/12/22); and

- £7,167 to expand, improve and market the POW Pledge (£500 unspent at 31/12/22)

All other funds received in 2022 were unrestricted meaning they may be used at the discretion of the trustees in furtherance of the objects of the charity.

Our primary **payments** are our staff, their expenses to attend events and the cost of our digital platforms.

- The increase in *Travel, Events and Personnel Expenses* of 154% in 2022 reflects the investment we have made to attend more events to increase our impact and reach.

- *General Expenses* include IT costs and have decreased by 45% from 2021 when there was significant external work to improve our digital platforms.

- The Trustees do not receive any fees in relation to their support for the Charity.

Statement of the charity's policy on reserves:

The charity will seek to continually re-invest all funds to develop and execute our strategy.

Our policy is to maintain cash equal to 3 months of payments as reserves. At 31/12/22 we held £22,456.09 which is approximately 2 months reserves - although this is lower than target as we continued to recover from the impact of Covid, it is an improvement on 2021 and reserves have continued to recover in 2023 (£76,265 at 31/8/23) . We continue to monitor and manage our reserves to finish 2023 with 3 months cover.

PROTECT OUR WINTERS UK

SC047595

Statement of Balances as at 31 December 2022

Opening Balances

Triodos Current Account	22,027.87

Surplus/(Deficit) for year	428.22

	22,456.09
	=====

Closing Balances

Triodos Current Account	22,418.12
Pleo Account (opened February 2022)	37.97

	22,456.09
	=====

Our only other **assets and liabilities** are in operational working capital - debtors, creditors and merchandise stock.

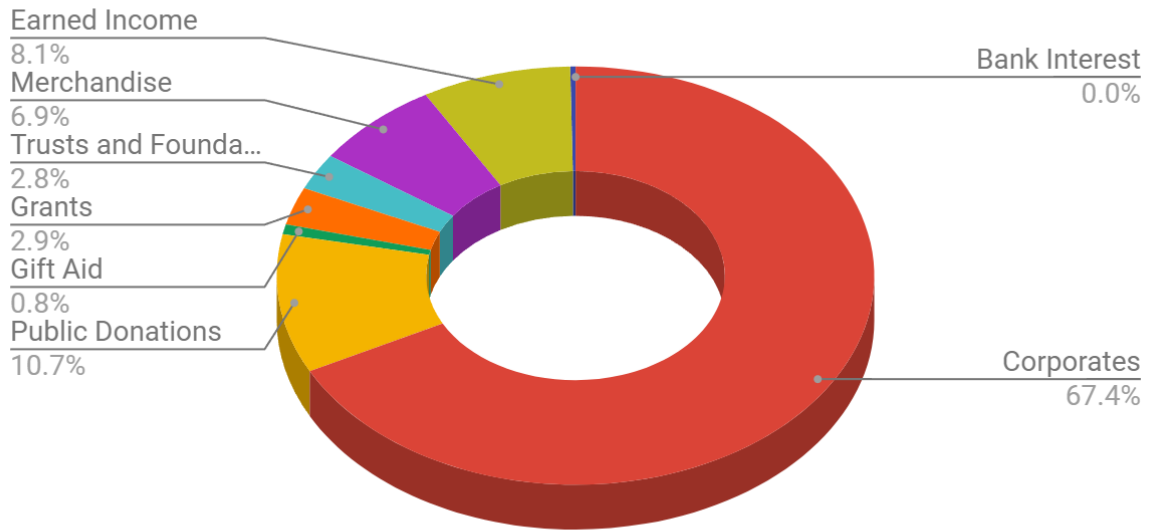
Treasurer

Full Name: Marianne Maitland

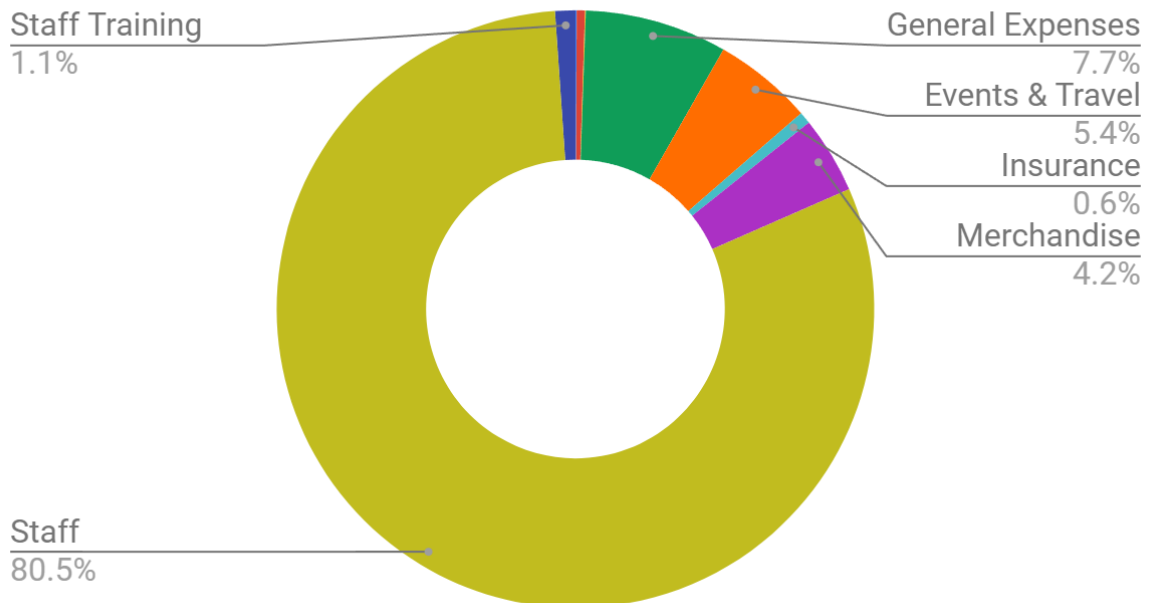
Signed: 

Date: 04/09/23

POW UK Receipts 2022



POW UK Payments 2022



INDEPENDENT EXAMINER'S REPORT

For the year ended 31 December 2022

Independent Examiner's report to the Trustees of PROTECT OUR WINTERS UK.
I report on the financial statements for the year ended 31 December 2022.

Respective responsibilities of Trustees and Examiner

The Trustees are responsible for the preparation of the accounts in accordance with the Charities and Trustees Investment (Scotland) Act 2005 (the act) and the Charities Accounts (Scotland) Regulations 2006 (the Regulations). The Trustees consider that the audit requirements of 10(1)(d) do not apply. It is my responsibility to examine the accounts as required under section 44(1)(c) of the Act and to state whether particular matters have come to my attention.

Basis of Independent Examination

My examination is carried out in accordance with Regulation 11 of the Charities Accounts (Scotland) Regulations 2006. An examination includes a review of the accounting records kept and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeks explanation from the Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently I do not express an audit opinion on the view given by the accounts.

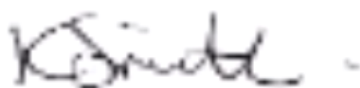
Independent Examiner's Statement

In connection with my examination, no matter has come to my attention

1. Which gives me reasonable cause to believe that in any material respect, the requirements
 - (a) to keep accounting records in accordance with the Regulations and
 - (b) to prepare accounts which agree with the accounting records and comply with the Regulations have not been met, or
2. to which in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached
3. No trustees were remunerated for their services

Full Name: Krysia Smith

Signed:



Date: 18/9/2023

Qualifications: CGMA, BSc(Hons), MICB, DipPM

FUTURE PLANS

Our priorities for 2023 are:

- Continuing to have **maximum impact against our core mission**. This year we will focus primarily on our "**Send it for Climate**" campaign. To achieve this there will be several key enablers which we will focus on:
 - We will continue our trajectory of **increasing income**. We will target more grants that our size and reserves allow. We will also target more high net worth donors and the creation of a development board to accelerate this will help. We will reach across more sectors and sports.
 - We will attract a small number of **additional high profile athlete** ambassadors. This will in turn help us grow our supporter base and allow us to use them to attract more income.
 - We will continue to deliver our highly successful **Carbon Literacy Training** - staying true to our theory of change on imperfect advocacy. We will focus on high profile, maximum impact training like British Cycling and the Sport Positive summit. We will review the potential of our CLT training to bring in more income.
 - We will continue to focus on **maintaining 3 months of reserves**.
- To support all of the above we will **develop our team**:
 - We will grow our team with a campaigns manager to support Send It
 - When our current fundraising manager leaves we will review the structure of that key position and how we back-fill it
 - As well as growth we will focus on performance and support by putting a regular performance framework in place for all staff as well as personal development plans for their growth.
 - We will make more use of our Board and ensure they have the right level of charity experience and focus. We will use the Board more for fundraising networking as well as key policy advocacy.
 - As well as tactical changes outlined above we will get ready for a more fundamental structural review that will focus on what we need to be on a sound footing to continue our growth from start-up charity to a more mature one.

DECLARATION

Signed on Behalf of the Charity Trustees

A handwritten signature in dark ink, appearing to read 'S Dawes', is written over a light yellow rectangular background.

Simon Dawes - Chair

Date: 04/09/23