

POW



PROTECT OUR WINTERS.UK

Trustee's Annual Report (TAR) for Year Ended July 31st 2018



Charity Number: SC047595

**PROTECT OUR WINTERS
TRUSTEES ANNUAL REPORT
YEAR ENDED 31 JULY 2018**

The trustees present their annual report and the audited financial statements of the charity for the year ended 31st July 2018

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REFERENCE AND ADMINISTRATIVE DETAILS

Registered charity name: Protect Our Winters UK

Charity registration number: SC 047595

Registered address:

Protect Our Winters UK
13/3 Clarendon Crescent,
Edinburgh
EH4 1PU
Email: Contact@protectourwinters.uk
Website: www.protectourwinters.uk

Our Charity Trustees for the year were:

1. Alexander (Sandy) Trust (Chair)
2. Alasdair Conroy (Treasurer)
3. Becky Gibson (Fundraising)
4. Benjamin Elston (Secretary & Strategy)
5. David Scott (Charity Strategy)

Independent examiner:

J. Jackson
Jackson Moughal Chartered Accountants
2 Fitzroy Place
Sauchiehall Street
Glasgow
G3 7RH

STRUCTURE, GOVERNANCE AND MANAGEMENT

Our five-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 six. The Trustees are responsible for the strategic direction and governance of the Charity and the day-to-day management is led by the trustees and a number of key volunteers.

POW is 100% volunteer run to date, so the Board is very hands on, each working with small volunteer teams. Today, there are 15 volunteers. They support project management, video editing, social media, communications and merchandise. We use remote working tools augmented with regular calls.

We recently secured a 3 year £25k per annum commitment from solar company [Wirsol](#). The trustees have agreed to use this to secure a part time employee, who can give dedicated time to POW to

co-ordinate the Winter Guardians Programme, liaise with ambassadors, run volunteers and work with corporate partners.

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 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

POW UK exists to accelerate the transition to a carbon neutral society by inspiring and equipping communities to take positive action on climate change. Climate change is the biggest threat faced by humanity. It will have a global impact. It is already affecting many communities, including the UK, with its many tight knit and passionate outdoor communities ('The UK outdoor community').

The UK outdoor community spends much of its free time in natural environments, witnessing the impacts of climate change, e.g. glacial retreat, erratic temperatures, variable snowfalls etc. However, many members of this community, at both an individual and corporate level are unsure about what action to take and how. We believe that by activating this community we can drive significant and effective climate action.

POW UK engage people and organisations through their outdoors livelihoods and passions, to address climate change. We educate them on the risks of climate change and support them to take effective action.

To be successful in our mission we need to:

- Engage people - let them know we exist and inspire them to join us
- Educate people - give people training so they are confident about the issue
- Empower people - and also train them on what they can do about climate change
- Encourage people - inspire and support them to take action

To be effective we must do and encourage others to do things which have real impact, rather than things which make us feel good. This means:

A - we have to have a big reach or network; and

B - our campaigning must encourage corporate, financial and policy changes as well as positive individual lifestyle choices.

There are 4 key parts required to deliver our drivers to deliver our mission are:

1) Carbon Literacy Training: Using the Carbon Literacy Project's framework <http://carbonliteracy.com/> we are developing our own tailored carbon literacy training for the wintersports and outdoor communities to be rolled out and delivered across companies, social groups and organisations

2) Developing and promoting the POW Mountain Actions: <http://protectourwinters.uk/take-action-> We use the analogy of different ski runs to clearly state the actions that people can take to reduce their environmental footprint. These are divided into areas which 1) Influence themselves; 2) Influence Others; 3) Influence Companies; 4) Influence Money. Our aim is to create THE definitive

guide for what actions can be taken and supplement the steps with detailed guidance on how best to take the action as well as prioritising which are the most relevant to each individual.

3) The POW Pledge: This is a new pledging process tailored for Businesses, Athletes and Individuals to pledge firm commitments to take action to reduce the carbon footprint and, therefore, their contribution to global warming.

The individual / athlete pledge steps will be structured around the POW Mountain (see above).

The corporate pledge will be tailored specifically for companies with clear targets to become carbon neutral and divest from any investments or financial practices which support the future use of fossil fuels. This will be supplemented with extensive guides and 'how-to's' for companies to help them reduce their emissions and save costs where possible. Plan to launch autumn 2019.

4) Specific Campaigns – either unilaterally, or in partnership with other climate activism organisations, we will run specific and focussed campaigns encouraging people to take specific actions at a specific time to help influence the climate crisis and wider discussion. Examples of these to date have included: lobbying banks about their investment practices, engaging politicians about the forthcoming Scottish Climate Bill or encouraging individuals and companies to switch to renewable energy suppliers.

Three key activities are underway to help develop our reach, or network:

i. ***Engaging communities - Winter Guardians volunteering programme***

Implement a structured volunteering programme, known as Winter Guardians, to embed the POW message in snowsports communities. This continuous presence in communities is felt to be critical for effecting behaviour change and providing consistent campaign support.

ii. ***Engaging corporates - POW360 and strategic partners***

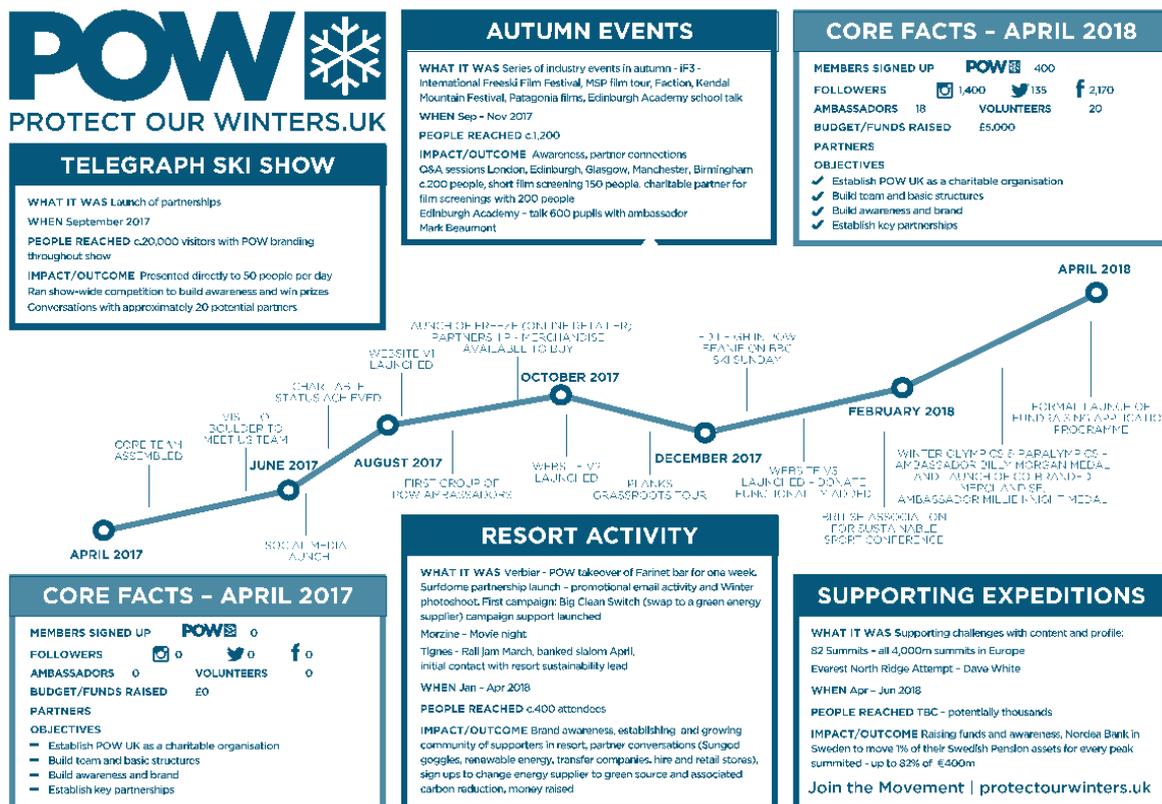
Engaging corporate partners through a corporate membership club, POW360. In addition to this, 5 deeper strategic relationships are in play – we're thrilled to be working with Telegraph Events, Wirsol and SurfDome – and very much hope Patagonia will join this impressive roster. We engage with all our corporate partners on sustainability and encourage them to do more.

iii. ***Leveraging ambassadors***

We have 18 ambassadors ready to support POW to their fullest potential including recent Winter Olympics and Paralympics medallists, Billy Morgan and [Millie Knight](#), round the world cyclist Mark Beaumont, Patagonia ambassador Mat Helliker and broadcaster [Ed Leigh](#). POW must now support these individuals more effectively to leverage their enthusiasm and profile.

We are one of seven POW chapters across the globe, each with separate governance and missions but with a shared brand and overall ambition.

KEY ACHIEVEMENTS AND PERFORMANCE for 2017-18



2017 – 2018 was a hugely successful year for Protect Our Winters as we developed our strategy, rapidly grew our awareness and audience and continued to develop partnerships in a number of areas. Specific successes included:

- 1) Securing £25K/yr (for 3 years) funding from Wirsol which will allow us to hire a General Manager
- 2) Developing a network of grant-based charity funding connections and securing our first grant from the Pickwell Foundation (to be paid in 2019).
- 3) Developing our network of corporate partners who support us both financially and in growing our audience and reach. These come from a number of areas linked to the wintersports world. Notable amongst these have been Surfdomo (online retailer) and Patagonia (outdoor and fashion clothing brand) <http://protectourwinters.uk/about-pow/partners>
- 4) Launching our “Winter Guardians” scheme where we recruit POW ambassadors to work in key locations such as resorts, UK ski slopes, and universities. <http://protectourwinters.uk/about-pow/winter-guardians>

5) We grew the number Universities we work with to nine, including some of the largest snowsports clubs across the country. These university partnership have not only provided us access to large numbers of engaged and enthusiastic followers they have also become a notable source of income through various fundraising events across the UK

6) We grew our Social Media following as follows to 31st July. Figures in brackets are figures as of March 2019.

Facebook: 2154 (2744)

Instagram: 1545 (5192)

Twitter: 158 (922)

Mailing List:481 (1042)

7) We developed a team of professional athlete Ambassadors to help raise awareness and promote our mission. - <http://protectourwinters.uk/about-pow/protect-our-winters-uk-ambassadors>

8) We partnered with the Telegraph Ski Show and had a stand at their October show in central London which proved valuable for exposure to both the public as well as new potential strategic partners. We see this as a key opportunity for the future as well.

<http://skiandsnowboard.co.uk/>

9) We launched a successful range of POW-branded merchandise through our Partner at Freeze Pro shop which has provided both a new revenue stream whilst increased awareness to a new audience.

<https://www.freezeproshop.com/brand/protect-our-winters>

10) Developing our network of NGOs we collaborate with. This includes being members of The Climate Coalition, Stop Climate Chaos Scotland and a good working relationship with Shareaction who can support us with our financial services campaigns.

FINANCIAL REVIEW

Our Charity and our operations are funded through donations from companies, non-profit organisations universities, and private donations.

Receipts on unrestricted funds were £12,864. Expenses for the year were £8,959 with funds of £3904 carried forward.

Our primary source of income is now from Wirsol www.wirsol.co.uk , a renewable energy company whose support will allow us to employ our part time (4 days-per-week) General Manager starting imminently.

We produce and sell our own range of merchandise through our partner, Freeze Pro Shop's website.

Our primary costs aside from the General Manager are expenses to attend events and travelling to meetings with a small spend on digital marketing to promote specific campaigns.

Statement of the charity's policy on retained profits: The charity will seek to continually re-invest all income to develop and execute our strategy.

FUTURE PLANS

Our priorities for 2018-2020 are to refine our strategy, significantly increase our audience through direct interaction with the outdoor communities and through corporate and non-profit partnerships.

The key elements of our mission and strategy are detailed above. Within these, developing our own 'POW Carbon Literacy Training' and launching the Business, Athlete and Individual Pledges are our primary targets as we head into winter 2019-20.

In parallel with this we will continue to develop our network of winter guardians, ambassadors corporate partnerships and universities to grow our reach, awareness, engagement and ultimately ACTION from the public and companies to fight climate change and help protect our natural environment.

DECLARATION

Signed on Behalf of the Charity Trustees

A handwritten signature in black ink that reads "Sandy Trust". The signature is written in a cursive style with a long horizontal stroke underneath.

Alexander Trust (Chair)

Date: 30 April 2019