

POW

PROTECT OUR WINTERS.UK

Trustee's Annual Report (TAR) and Charity Accounts

Year Ending July 31st 2019



Charity Number: SC047595

**PROTECT OUR WINTERS
TRUSTEES ANNUAL REPORT
YEAR ENDED 31 JULY 2019**

The trustees present their annual report and the audited financial statements of the charity for the year ended 31st July 2019

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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:

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

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 20 volunteers. They support project management, video editing, social media, communications and merchandise. We use remote working tools augmented with regular calls.

In addition to the board of trustees and volunteer team we also have a part time General Manager, Lauren McCallum who works 4 days / week on projects across the organisation. Her priorities are: to coordinate the Winter Guardians Programme; liaise with ambassadors; work with corporate partners; liaise with other climate change focussed NGOs; develop our training programs and to attend events.

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. The Pledge will be developed in Autumn 2019 and launched in 2020.

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 2018-19

- Onboarding our first member of staff, General Manager Lauren MacCallum
- Attending POW Global summit in Innsbruck
- Supporting the creation of POW Europe
- Attending various events including the Telegraph Ski and Snowboard Show and the Kendal Mountain Film Festival
- Attending carbon literacy training and beginning to develop our training programme
- Developing team and structure, particularly working with corporate partners, content and marketing
- Developing and launching a new website
- Success with the Pickwell foundation with funding for Winter Guardians
- Income increased to £39K from £13K in previous year
- Started recruitment of new trustees to join the team
- Several new corporate partners confirmed with financial commitment
- Significant growth in social media audiences and engagement



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 £38,862 (LY £12,864). Expenses for the year were £32,551 (LY £8,659) with funds of £6,311 (LY £3,904) carried forward.

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

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.

Full Accounts Below

FUTURE PLANS

Our priorities for 2019-2021 are to develop our leadership team with additional charity strategy experience as well as bringing in expertise in marketing, fundraising and partnerships. At the heart of this strategy will be developing our own Carbon Literacy Training and rolling this out to partners and other third parties. Launching The POW Pledge for Business which will give us solid KPIs to track our reach and impact.

COP 26, taking place in Glasgow in November 2020 will be a key focus for us as well. Planning for this will continue throughout 2020.

Alongside these we intent to further increase our attendance at events, our ambassador network and the number of universities we collaborate with.

Our funding focus will be to develop our range of corporate supporters, seek additional grant funding as well as engaging with high net worth individuals to support our mission.

Protect Our Winters UK P&L Statement

		Unrestricted fund	Unrestricted fund
		2019	2018
		£	£
	Notes		
INCOMING RESOURCES			
Incoming resources from generated funds			
Voluntary income		36,920	10,631
Activities for generating funds	2	1,942	2,233
Total incoming resources		38,862	12,864
RESOURCES EXPENDED			
Costs of generating funds			
Fundraising trading: cost of goods sold and other costs		(32,551)	(8,959)
Other resources expended		0	0
Total resources expended		(32,551)	(8,959)
NET INCOMING RESOURCES		6,311	3,904
TOTAL FUNDS CARRIED FORWARD		6,311	3,904

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 line underneath.

Alexander Trust (Chair)

Date: 4 April 2020