Another Way

Registration number: 1181438

Annual Report and Financial Statements

31 January 2026

Another Way

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The following does not form part of the statutory financial statements:

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Another Way

Reference and Administrative Details

Charity name	Another Way	
Charity registration number	1181438	
Principal office	Greenrow Penruddock PENRITH CA11 0SA	
Registered office	Greenrow Penruddock PENRITH CA11 0SA	
Trustees	C W Bray	(resigned 10 March 2025)
	E R Bray	(resigned 10 March 2025)
	S Campbell	
	S Chandran	
	C R Holman	
	H Ratcliffe	
	R Serrelli	
	D Smith, Treasurer	(appointed 10 March 2025)
	M B Nelkin	(appointed 11 August 2025)
	E Dresser	(appointed 14 March 2025)
	R Riddoch	(appointed 14 March 2025)
Bankers	Lloyds Bank Villiers House 48-49 Strand LONDON WC2N 5LL	
Accountant	Dodd & Co Limited FIFTEEN Rosehill Montgomery Way Rosehill Estate CARLISLE CA1 2RW	



Let's Fix
Our Future

"If one person were to spread a message to ten people in one day and the next day those ten people each told ten more, it would only take ten days for the whole world to have been inspired." Amy Bray

Annual Report

Year ending 31 January 2026

Charity number: 1181438

Letter from the founder

This year, we set out to grow Another Way to achieve national, sustained impact, and that is exactly what we have done. I have been hugely proud of what the Another Way team has managed to achieve this year, and of how we have established ourselves as a leader at the forefront of climate education in the UK. From increasing our youth engagement to reach over 25,000 young people (from 3,500 last year) to advising government on youth engagement, it truly has been a remarkable year of growth.

We have been successful, with thanks to our generous donors, in welcoming a new Director of Youth Programmes to the team and to scale our workshops nationally. Our outreach programmes have helped us to get over 1,500 young people signed up to the Power of 10 app and bring on board Regional Reps from across the UK, from Edinburgh to Bournemouth, Cornwall to Durham.

We have set ourselves apart in approaching climate action in a wholistic way- focusing on dismantling barriers, growing skills and creating inclusive, safe spaces for young people. Our innovative projects have made climate education fun, helped young people feel a sense of agency, and helped people to realise that anyone can be an advocate for our planet. We are redefining what climate action means.

In our research this year, we found that 59% of young people have been bullied or faced negative social impacts for taking part in environment action in school. We have been helping them to feel supported, valued and celebrated by focusing on building community, as well as raising awareness of the issue and campaigning for culture shifts accordingly.

While most of our income remained from trusts and foundations, we significantly increased our service-generated income from workshops, talks and event delivery. We also received donations from our Another Weigh shops and established an online shop. This is enabling us to ensure our work remains sustainably funded going forward. We were also thrilled to reach our £40,000 target again through our Big Give crowdfunder.

Please refer to our Impact Report for full details on the difference we made this year.

Looking forward

Our momentum for growing and deepening our impact has only just begun and will carry us into the new year with a mission for bringing Power of 10 to more young people and finding new ways to inspire climate action. We are excited to launch some new climate board games next year, focus on unlocking empathy in young people and scale our Kickstarting Green Careers project. We will also be launching a new cohort of our Regional Reps Programme, including an annual residential to help nurture young changemakers' ideas and campaigns.

I am very grateful to our donors and the team who have made all this possible. I am excited to continue finding Another Way for communities and nature to thrive together, with you.

With hope,



Summary of the Chair of the Board

Ecosystems create impact. The environmental systems that Another Way seeks to protect through its educational work are not passive; they actively shape the conditions for life to thrive or decline. Their influence is not a single outcome, but a continuous chain of cause and effect.

In the same way, organisational ecosystems shape both performance and potential. No organisation operates in isolation. Each exists within a network of employees, volunteers, partners, suppliers, supporters, regulators and peers, all of whom influence what can be achieved. Impact, therefore, is not only defined by what an organisation delivers directly, but also by what it enables, accelerates and sustains through others. Strong, aligned ecosystems foster collaboration, encourage shared learning and build resilience, allowing complex challenges to be addressed more effectively. This is the approach that Another Way continues to develop and strengthen.

Over the past twelve months, Another Way has continued to build and strengthen a powerful ecosystem that has helped to significantly extended its reach and influence. The charity now delivers a wide range of programmes to audiences many times greater than in the previous year, while also contributing to conversations at a governmental level to shape educational policy.

At the heart of this progress is a dedicated and ambitious team, whose commitment has driven a remarkable expansion in impact. It is estimated that up to 300,000 people may have been reached through young people engaging with the charity's tools, programmes and resources.

This achievement has been fuelled not only by the core team's leadership and direction but also by a wider network of committed individuals and organisations, including volunteers, ambassadors, regional representatives, alumni, partners, research bodies, educators, trustees, corporate partners, funders and strategic advisors. Their collective contribution is deeply valued and sincerely appreciated. Impact is not just a result of individual performance but of the strength and health of the relationships within the ecosystem, making organisational ecosystems not just supportive structures, but fundamental engines of meaningful change.

We all look forward to working together during the coming year to continue this remarkable level of impact and continue to challenge the norm on climate education.

Helen Ratcliffe
Chair of the Board

Legal structure

Another Way is a Charitable Incorporated Organisation (Registered Charity number 1181438) whose governing document is a CIO foundation. We are governed by a Board of Trustees, who hold legal responsibility for overseeing our finances. A Treasurer and Chair are appointed by the trustees. The Board meets at least six times a year, and is responsible for setting the strategic direction of the charity. We are currently working to a 3-year strategy set out in 2024. The Chief Executive Officer is responsible to the Chair and attends and reports to all Board meetings. Day-to-day management and operations are delegated to the CEO.

Charitable purpose

The purpose of the charity is education for the conservation and protection of the physical and natural environment. The trustees are aware of and follow the charity commission guidance on public benefit, ensuring all programmes are in line with our purpose and mission.

Our vision

A world in which society lives regeneratively and communities and nature thrive together

Our mission

To empower people to live with kindness towards our planet through providing the tools, support and solutions, creating communities of change and breaking down barriers to action.

Trustees

Trustees are appointed by a majority of existing trustees according to an agreed plan of the skills required on the trustee board, taking into account our Equity, Diversity and Inclusion strategy and following an application and interview process. Trustee terms are 3 years, after which they may be reappointed by the Board or step down. New trustees are inducted into the charity and provided with reference materials including Charity Commission guidance on best practice.

Our policies

The Board of Trustees and staff follow a range of policy statements to ensure the good governance of the charity and the mitigation of risk. These include Safeguarding, Digital Safeguarding, Health and Safety, Environmental Sustainability, Equal Opportunities, Equity, Diversity and Inclusion, Fundraising, Serious Incident Reporting, Modern Slavery, Privacy and Data Protection, Employee Welfare, Volunteering and Financial Reserves. Each policy is reviewed by the Board of Trustees annually and signed by the Chair.

Financial Reserves

Another Way's Financial Reserves Policy recognises the need for a free reserve which is sufficient to manage the risks and financial needs of the Charity. Free reserves are defined as those which are readily available, excluding fixed assets and not restricted or designated to particular purposes. The recommended reserves target is reviewed annually, and is currently set at 6 months.

Risk management

The trustees keep an active risk register, which is updated at every Board meeting. Strategies are in place to mitigate and minimise each of these identified risks.

Trustees of Another Way (at 31.01.2026)

Damian Smith – Treasurer

Helen Ratcliffe- Chair

Mark Nelkin

Emily Dresser

Robyn Riddoch

Sara Chadran

Ceri Holman

Ros Serelli

Seth Campbell

Income and expenses

Summary charts



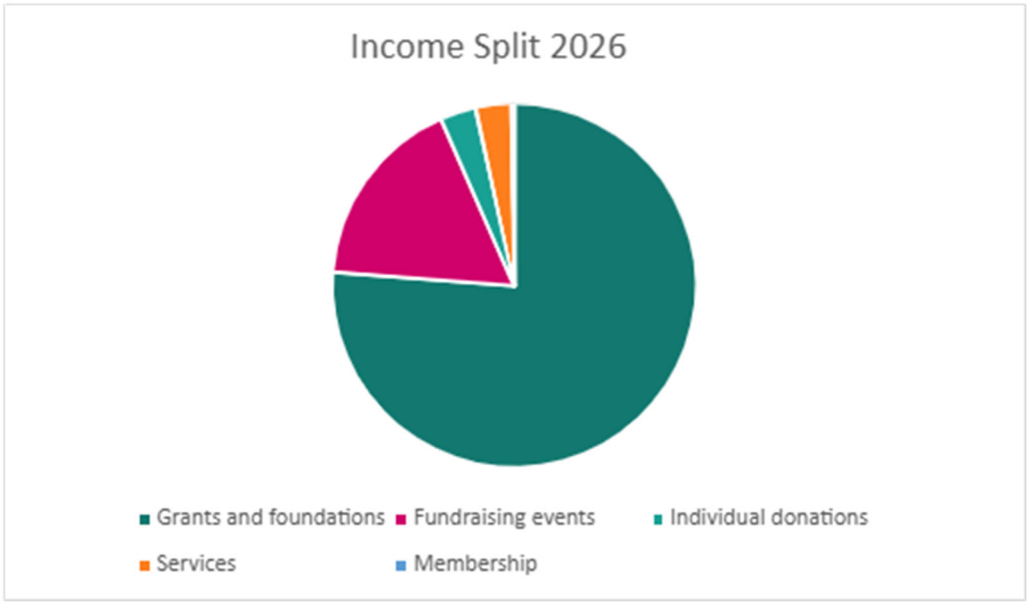
Income and expenses in the year to 31.01.26

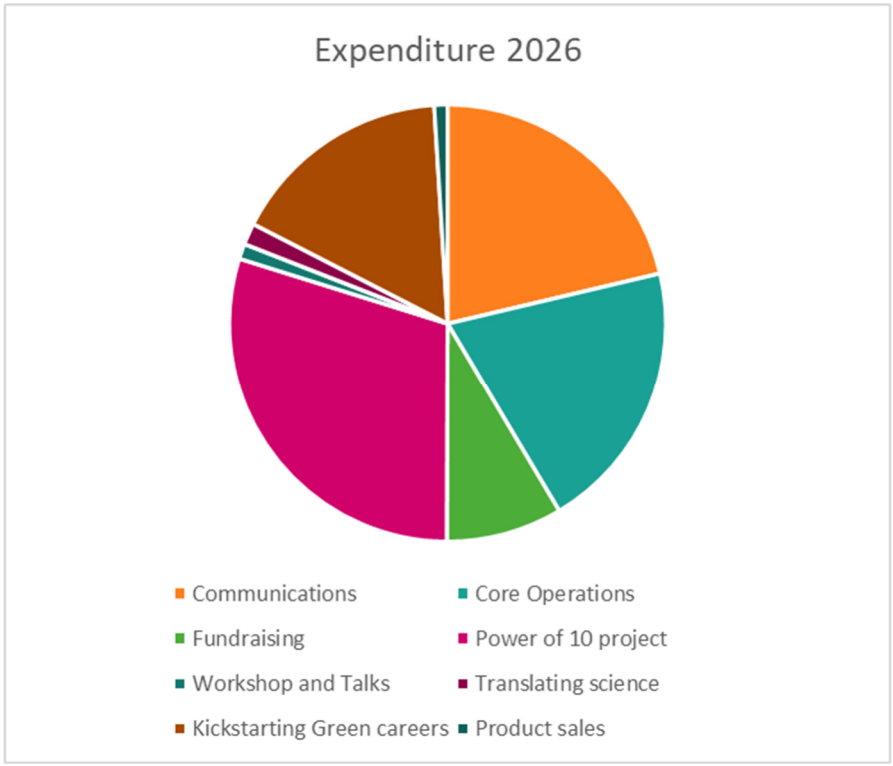
Income Source	GBP
Grants and foundations	181,422
Fundraising events	40,965
Individual donations	7,601
Services	7,540
Membership	622
Product sales	300

Notes

1. Income

   This year, we raised a total of £238, 450. We extend our gratitude to all our supporters this year, including our trusts and foundation partners, members and corporate supporters. In our second year participating in the Big Give Green Match Fund, we raised a total of £40,000 through over 109 donations. We also increased our service-generated income this year, through a combination of paid workshops, talks, co-design and consultancy services. This is helping us to sustain and grow some of our programmes.





2. Core Operations

Our number of paid staff increased to 8 this year, including our new Director of Youth Programmes, the CEO, the Power of 10 project manager, our Youth Engagement Lead, Fundraising Officer, Science Communication Officer and Digital Marketing Lead. Many of these have time designated to the core operations of the organisation. Core costs also include bookkeeping and admin costs, IT subscriptions and travel to events and conferences.

3. Power of 10 project

   The Power of 10 programme has grown from strength to strength, and now incorporates 11 different school workshops, our podcast, Roots of Change club, app and festivals. This year, we reached over 25,000 young people through the project, a huge increase from last year, and delivered events and workshops all over the UK. We particularly want to highlight our amazing Power of 10 festival in Cornwall, which brought together 200 young people to find their climate superpower.

4. Communication costs

   This year's communication costs include a full time Digital Marketing Lead, videographer freelancers and marketing fees for our media campaign on the social pressures young people face. Our Science Communication Officer also oversees the production of our newsletter and maintenance of our website to ensure that we are communicating our work to our lovely supporters.

5. Workshops, events and talks

   We gave a significant number of talks and workshops to other organisations, focusing on our research report into the barriers young people face to taking climate action, and how to effectively engage young people. We also hosted events, such as our Funding Youth-Led Organisations workshop to bring 50 funders and young founders together to increase the amount of philanthropy that goes towards youth-centred climate solutions.

6. Kickstarting Green Careers

   Our new Kickstarting Green Careers programme, supported by OVO foundation and John Lewis Partnership Foundation, saw the launch of our mobile escape room at festivals and events across the UK, and two new workshops to build knowledge and skills related to green jobs.

7. Translating Science

   Our Translating Science project still relies heavily on volunteer time and in-kind support. Costs include our Science Communication Officer, travel for talks and social media costs. The Translating Science content helped to train 20 young people in science communication this year and helped 18,000 people access the latest environment research.

8. Fundraising

   As a large proportion of our income comes from trusts and foundations, we employ a part time Fundraising Officer to write applications. This line also includes expenses for fundraising events.

9. Product sales

   Towards the end of the year, we launched an online shop to sell sustainable clothing, in partnership with Teemill. We also sell gifts and our handmade daffodils. Costs included website development and staff time, and we anticipate generating income from this next year.

10. Bank Balance

    Our reserves policy requires us to build a cash balance sufficient to cover the following 6 months' financial commitments (salaries etc.), as above. We end the year in a strong financial position, in line with our reserves policy with £255,314 in unrestricted reserves and £15,582 restricted reserves.

11. Our accounts

    This year our accounts have been booked by our Treasurer and reviewed by Dodd & Co accountants.

12. Impact

    For a full description of our impact this year, please refer to Appendix 1: Another Way's Impact Report 2526.

13. Future Plans

    Next year, Another Way will continue to work to our 3 year strategy, focusing on empowering young people to take climate and nature action through our Power of 10 programme, raising awareness of green careers and building green skills through our Kickstarting Green Careers programme and helping bring about behaviour change and engaging people in environment science and solutions through communications projects like Translating Science. Upcoming projects include working to support teachers to deliver more empowering climate education through the new Curriculum and Assessment Review, opening a new zero-waste shop trading subsidiary in Falmouth, and rolling out more educational board games and school offerings.

Approved by the Trustees on 14 July 2026 and signed on their behalf by:



H Ratcliffe
Trustee

Another Way

Trustees' Responsibilities in relation to the Financial Statements

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards.

The law applicable to charities in England and Wales 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 financial statements, the trustees are required to:

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

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011 as amended by the Charities Act 2022, the Charity (Accounts and Reports) Regulations and the provisions of the trust deed. They are responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Independent Examiner's Report to the Trustees of

Another Way

I report on the accounts of the charity for the year ended 31 January 2026, which are set out on pages 14 to 22.

Your attention is to drawn to the fact that the Charity has prepared the financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has since been withdrawn.

We understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2019.

Respective responsibilities of trustees and examiner

The Charity's trustees are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 as amended by the Charities Act 2022 (the Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Act;
- follow the procedures laid down in the General Directions given by the Charity Commission under section 145 (5) (b) of the Act; and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

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:

- to keep accounting records in accordance with section 130 of the Charities Act 2011 as amended by the Charities Act 2022; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of the Act

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.

.....

Martin Borradaile FCA
Dodd & Co Limited
Chartered Accountants

FIFTEEN Rosehill
Montgomery Way
Rosehill Estate
CARLISLE
CA1 2RW

14 July 2026

Another Way

Statement of Financial Activities for the Year Ended 31 January 2026

	Note	Unrestricted Funds	Restricted Funds	Total Funds 2026	Total Funds 2025
		£	£	£	£
Income and endowments from:					
Donations and legacies	2	164,476	64,036	228,512	265,135
Charitable activities	3	9,938	-	9,938	8,288
Total income		174,414	64,036	238,450	273,423
Expenditure on:					
Charitable activities		104,555	63,454	168,009	124,721
Fundraising expenditure		16,185	-	16,185	15,587
Total expenditure		120,740	63,454	184,194	140,308
Net movements in funds		53,674	582	54,256	133,115
Reconciliation of funds					
Total funds brought forward		201,640	15,000	216,640	83,525
Total funds carried forward		255,314	15,582	270,896	216,640

The notes on pages 16 to 22 form an integral part of these financial statements.

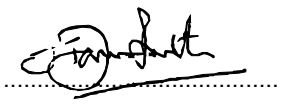
Another Way

Balance Sheet as at 31 January 2026

	Note	2026 £	2026 £	2025 £	2025 £
Fixed assets					
Intangible assets	10		63,828		70,920
Current assets					
Debtors	11	40,890		40,000	
Cash at bank and in hand		208,200		147,208	
		249,090		187,208	
Creditors: Amounts falling due within one year	12	(42,022)		(41,488)	
Net current assets			207,068		145,720
Net assets			270,896		216,640
The funds of the charity:					
Restricted funds			15,582		15,000
Unrestricted funds					
Unrestricted income funds			255,314		201,640
Total charity funds			270,896		216,640

The financial statements have been prepared in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Approved by the Board on 14 July 2026 and signed on its behalf by:



D Smith
Trustee

1 Accounting policies

Statement of compliance

The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts. The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 as amended by the Charities Act 2022.

The accounts (financial statements) have been prepared to give a ‘true and fair’ view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a ‘true and fair view’. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) rather than the Accounting and Reporting by Charities:Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Basis of preparation

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

These financial statements have been prepared on a going concern basis.

Fund accounting policy

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Income and endowments

Donations are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

Income from Government and other grants, whether ‘capital’ grants or ‘revenue’ grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income from charitable activities includes income recognised as earned (as the related goods or services are provided) under contract.

Expenditure

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

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Support costs

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

Amortisation

Amortisation is provided on intangible fixed assets so as to write off the cost, less any estimated residual value, over their expected useful economic life as follows:

Development costs	10 years straight line basis

Cash and Cash Equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Pensions

The charity operates a defined contribution pension scheme. Contributions are charged in the statement of financial activities as they become payable in accordance with the rules of the scheme.

2 Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2026 £	Total Funds 2025 £
Donations and legacies				
Appeals and donations	118,951	-	118,951	148,191
Grants				
Grants receivable	45,525	64,036	109,561	116,944
	164,476	64,036	228,512	265,135

Of the donations and legacies income in 2025, £225,854 related to unrestricted funds and £39,281 related to restricted funds.

3 Charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds 2026 £	Total Funds 2025 £
Charitable activities				
Fundraising	1,476	-	1,476	4,666
Other income	8,462	-	8,462	3,622
	9,938	-	9,938	8,288

All of the income from charitable activities in 2025 related to unrestricted funds.

..... *continued*

4 Expenditure

	Charitable activities	Fundraising	Total 2026	Total 2025
	£	£	£	£
Direct costs				
Fundraising and event costs	6,759	947	7,706	3,393
Purchases	523	80	603	5,089
Wages and salaries	124,910	13,597	138,507	83,614
Staff NIC (Employers)	3,883	1,177	5,060	909
Staff pensions	2,742	215	2,957	1,469
Subcontract cost	1,733	-	1,733	15,504
Employee expenses	7,979	109	8,088	3,418
Volunteer expenses	990	-	990	413
Computer software and maintenance costs	5,586	-	5,586	19,346
Amortisation of development costs	7,092	-	7,092	-
	162,197	16,125	178,322	133,155
Support costs				
Insurance	451	-	451	157
Printing, postage and stationery	628	60	688	72
Trade subscriptions	591	-	591	309
Sundry expenses	178	-	178	97
Advertising	-	-	-	3,118
Accountancy fees	2,385	-	2,385	1,903
Independent examiner's fee	650	-	650	500
Legal and professional fees	900	-	900	940
Bank charges	29	-	29	57
	5,812	60	5,872	7,153
	168,009	16,185	184,194	140,308

Of the expenditure in 2025, £116,027 related to unrestricted funds and £24,281 related to restricted funds.

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5 Governance costs

	2026	2025
	£	£
Accountancy fees	2,385	903
Independent examiner's fee	650	500
Legal and professional fees	900	940
	3,935	2,343

6 Trustees' remuneration and expenses

No trustees received any remuneration in the year (2025 - £nil).

No trustees were paid any expenses in the year (2025 - £nil).

7 Net incoming resources

Net incoming resources is stated after charging:

	2026	2025
	£	£
Amortisation	7,092	-

8 Employees' remuneration

The monthly average number of persons (including senior management) employed by the charity during the year was as follows:

	2026	2025
	No.	No.
Charitable activities	6	5

The aggregate payroll costs of these persons were as follows:

	2026	2025
	£	£
Wages and salaries	138,507	83,614
Social security	5,060	909
Other pension costs	2,957	1,469
	146,524	85,992

No employee received emoluments of more than £60,000 during the year.

9 Taxation

The registered charity is exempt from taxation on income and gains.

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10 Intangible fixed assets

	Development costs
	£
Cost	
As at 1 February 2025 and 31 January 2026	70,920
Amortisation	
Charge for the year	7,092
Net book value	
As at 31 January 2026	63,828
As at 31 January 2025	70,920

11 Debtors

	2026	2025
	£	£
Trade debtors	890	-
Other debtors	40,000	40,000
	40,890	40,000

12 Creditors: Amounts falling due within one year

	2026	2025
	£	£
Trade creditors	2,232	3,292
Taxation and social security	3,522	2,179
Other creditors	34,168	34,017
Accruals and deferred income	2,100	2,000
	42,022	41,488

13 Pension scheme

Defined contribution pension scheme

The charity operates a defined contribution pension scheme. The pension cost charge for the period represents contributions payable by the charity to the scheme and amounted to £2,957 (2025 - £1,469).

Contributions totalling £668 (2025 - £517) were payable to the scheme at the end of the period and are included in creditors.

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14 Related parties

Controlling entity

The charity is controlled by the trustees.

15 Analysis of funds

	At 1 February 2025	Incoming resources	Resources expended	At 31 January 2026
	£	£	£	£
General Funds				
Unrestricted income fund	201,640	174,414	(120,740)	255,314
Restricted Funds				
Royal Countryside Grant	15,000	15,000	(30,000)	-
Cumbria Development Education Centre	-	4,159	(4,159)	-
Ovo Foundation	-	24,877	(9,295)	15,582
John Lewis Foundation	-	20,000	(20,000)	-
	15,000	64,036	(63,454)	15,582
	216,640	238,450	(184,194)	270,896

Royal Countryside Grant - towards connecting rural young people in Cumbria through climate and nature action and our Power of 10 web app.

Cumbria Development Education Centre - an ongoing grant for the PLACE project, connecting organisations in Cumbria to support young people to take place-based climate and nature action.

Ovo Foundation - for our Kickstarting Green Careers programme, raising awareness of green job pathways amongst young people through our escape room and workshops.

John Lewis Foundation - for our Kickstarting Green Careers programme, bringing our escape room to festivals and events across the UK to help young people develop STEM skills.

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Prior period

	At 1 February 2024	Incoming resources	Resources expended	At 31 January 2025
	£	£	£	£
General Funds				
Unrestricted income fund	83,525	234,142	(116,027)	201,640
Restricted Funds				
The Tree Council	-	10,000	(10,000)	-
Cumbria Community Foundation	-	500	(500)	-
Royal Country Grant	-	15,000	-	15,000
Cumbria Development Education Centre	-	3,781	(3,781)	-
Britford Bridge Trust	-	10,000	(10,000)	-
	-	39,281	(24,281)	15,000
	83,525	273,423	(140,308)	216,640

16 Net assets by fund

	Unrestricted Funds	Restricted Funds	Total Funds 2026	Total Funds 2025
	£	£	£	£
Intangible assets	63,828	-	63,828	70,920
Current assets	233,508	15,582	249,090	187,208
Creditors: Amounts falling due within one year	(42,022)	-	(42,022)	(41,488)
Net assets	255,314	15,582	270,896	216,640

Prior period

	Unrestricted Funds	Restricted Funds	Total Funds 2025	Total Funds 2024
	£	£	£	£
Intangible assets	70,920	-	70,920	48,000
Current assets	172,208	15,000	187,208	69,900
Creditors: Amounts falling due within one year	(41,488)	-	(41,488)	(34,375)
Net assets	201,640	15,000	216,640	83,525

IMPACT REPORT

Year ending 31st January 2026

Charity number: ***1181438***

Letter From Our Founder & Head of Vision

Dear Supporters,

This year, we set out to grow Another Way to achieve national, sustained impact, and that is exactly what we have done. I have been hugely proud of what the Another Way team has managed to achieve this year and of how we have established ourselves as a leader at the forefront of climate education in the UK. From increasing our youth engagement to reach over 25,000 young people (up from 3,500 last year) to advising government on youth engagement, it truly has been a remarkable year of growth.

With thanks to our generous donors, we have been successful in growing our income again this year, enabling us to welcome a new Director of Youth Programmes to the team and to scale our workshops nationally. Our outreach programmes have helped us get over 1,000 young people signed up to the Power of 10 app and bring on board Regional Reps from across the UK, from Edinburgh to Bournemouth, Cornwall to Durham, and beyond.



We have set ourselves apart in approaching climate action in a wholistic way: focusing on dismantling barriers, growing skills and creating inclusive, safe spaces for young people. Our innovative projects have made climate education fun, encouraged young people feel a sense of agency, and helped people realise that anyone can be an advocate for our planet. In short, we are redefining what climate action means.

In our research this year, we found that 59% of young people have been bullied or faced negative social impacts for taking part in environment action in school. We have been helping them to feel supported, valued and celebrated by focusing on building community, as well as by raising awareness of the issue and campaigning for culture shifts accordingly.

While most of our income remained from trusts and foundations, this year we significantly increased our service-generated income from workshops, talks and event delivery. We also received donations from our Another Weigh shops and established an online shop, helping us to ensure our work remains sustainably funded going forward. We were also thrilled to reach our £40,000 target again through our Big Give crowdfunder.

Looking Forward

Our momentum for growing and deepening our impact has only just begun and will carry us into the new year with a mission of bringing Power of 10 to more young people and finding new ways to inspire climate action. We are excited to launch some new climate board games next year, focus on building empathy in young people and scale our Kickstarting Green Careers project. We will also be launching a new cohort of our Regional Reps Programme, including an annual residential to help nurture young Changemakers' ideas and campaigns.

I am very grateful to our donors and the team who have made all this possible, and I am excited to continue finding Another Way for society to live alongside nature together with you.

With hope,



Amy Bray | *Founder & Head of Vision*

Impact Summary

40 SCHOOLS

25,851 PEOPLE ENGAGED

3,584,189 PEOPLE REACHED

2,671 PLEDGES COLLECTED

25 EVENTS

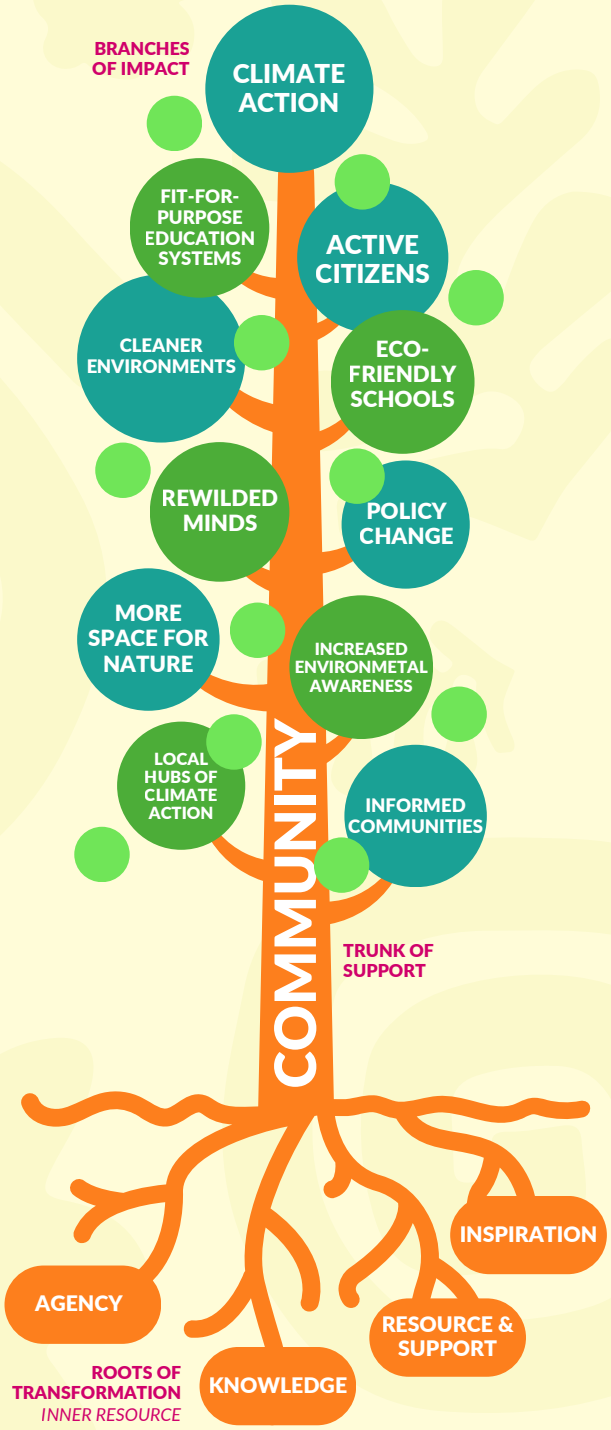


Theory of Change

THE TREE OF CHANGE

This model represents Another Way's route to bringing about the change we want. We believe that change starts with the 'Roots of Transformation', is supported by the 'Trunk of Community' and then brings about many diverse 'Branches of Impact.' Our activities involve empowering young people through agency, knowledge, resource, inspiration and community.





Empowering Young People

"I was hugely impressed by the breadth and thoughtfulness of what [Another Way] has developed in order to engage and support young people to take practical steps and ultimately develop future leadership capacity in the environmental space. Whilst they have much to support teachers and schools, what is particularly exciting is the emphasis on ultimately equipping young people with the capacity to drive projects and actions themselves and to develop a like-minded community; theirs is a genuinely self-sustaining model, and ultimately one that recognises the competing pressures on school staff." | **Matt Duffield, Headteacher at the Beacon School**

THE POWER OF 10 MOVEMENT

Regional Reps

This year, our Senior Ambassador and Regional Rep programmes grew to support 15 of our most active community members to take leadership roles within Power of 10, design and carry out their own climate projects and develop new skills. The programme has developed over the past year and we have taken feedback from our young people to keep changing and developing the programme. This next year will see the most dramatic change for the programme yet, with the hope of a more dynamic and collaborative programme to come.

Our first year of running a volunteer program with Duke of Edinburgh has been met with much enthusiasm from students across the UK. Our DofE program lets students choose their level of interaction with Power of 10 along with the length of volunteer time from three to six months. Over the first year, we have had 14 students partake in the programme between the ages of 11 and 18 who are completing either bronze or silver awards. Six of those students have completed their interaction with us, some are in the middle of their volunteering journey and three are brand new to Power of 10. We also had four volunteers ask to continue as Regional Reps after their DofE had finished.

Collectively, those who have completed their time with us managed to accumulate 180 hours of volunteering which encapsulate their online engagements, virtual meetings with the staff and other participants and their individual community action.

The actions that the participants have undertaken over the past year have been varied and include projects such as starting their own eco group, researching and writing resources, delivering talks and petitioning to get sea bins installed.

Along with their big project, we also ask participants to take part in the Big Power of 10 Challenge. Throughout this booklet, students complete various tasks. All six have organised a film showing, and from small family gatherings to eco groups, they have engaged 35 people through the medium of film, as well as 80 people through talks. Additionally, participants have developed eight new resources and formed two new eco clubs.

Our Reps have received training and workshops in youth voice, media, communication and public speaking along with knowledge sessions on topics such as renewables and e-waste.





REUBEN, age 13

Reuben started out as a very passionate and driven individual who was determined to create an eco group at his school, where he could see very little being done in the way of climate action. He used our resources to help him plan, communicate with and get his eco group off to a good start. Additionally, he says that the network of Regional Reps helped him massively by reaching out to others who had already successfully started their eco groups. Reuben also has been using his eco group to host film screenings for his peers, including showing Blue Planet. Reuben also enjoyed creating his own resources, which include a fact file on kelp forests and a circular economy case study. Using the Power of 10, he is gathering information and spreading it through his school setting.



IBRAHIM, age 15

Coming from a Pakistani background, Ibrahim is fascinated by how the climate crisis is impacting the country of his heritage. Ibrahim has delivered three separate talks to a total of 80 people, a mixture of both adults and youth. Ibrahim is using his talks to educate others about the impacts of climate change across the globe, whilst also providing ideas on how they can help in their own lives. Using the resources from Power of 10, Ibrahim presented his information and even printed out info sheets and fact files for the audience to take away. He printed out stickers and provided eco pens to give out, as well as baked cookies to make his event engaging and enjoyable for all who attended. Ibrahim has gained great confidence in public speaking and has used our resources to inform his talks. Using the power of family and connection, he is spreading the word about global climate issues.

"The event was a real success; the children left with greater awareness and curiosity, which was very much appreciated by everyone." | **Ibrahim's mother**



SUDE, age 14

Sude has been incredibly active in Power of 10 since starting her Duke of Edinburgh Award with us last March. Her first task was to successfully convince her family to stop buying bottled water. Her family went from buying 20 litres of plastic bottles per week to zero, saving 1,040 plastic bottles annually! She says that her dad was particularly difficult to convince, but her whole family now has aluminum water bottles which they take everywhere with them. After this, Sude realised that she was particularly interested in researching and creating resources to inform others. She has since researched and created four different resources with us and continues to pursue her passion for research and resource development. Her next challenge is to get her family to switch from regular plastic-wrapped toilet paper to recycled paper. Sude is a champion of behavioural change, using the power of information to inspire small changes throughout her community!

"I enjoy being in a supportive community that focuses on making a change to the environment. I can try to make changes of my own and impact my community even if it's in small ways. Impacting the choices of others made me feel happier about taking part for this cause because it meant others could also benefit and learn from my influence. I think it also makes us collectively feel better about ourselves too because it feels like we're a part of something together." | **Sude, Power of 10 Ambassador**

Case Studies

Our Ambassadors finding their voices

Alumni

As our Power of 10 community grows up and young people leave school, we are creating an alumni programme to support them in their next phase of life. Marley, one such alumnae, is now helping us to run the Regional Rep Programme by designing activities for calls, supporting young people on their campaigns and giving advice on the app. They also went on to university to study ecology and conservation since being involved with our programmes. Below, Marley reflects on how Power of 10 has shaped their life:

"Power of 10 has had a huge impact on my life since being involved from December 2023. The whole experience of Power of 10 at a time of transition has made me feel better in so many ways. As a Senior Ambassador, my knowledge has grown, such as on how I can make a positive difference to our planet myself as well as encourage others to make a difference. The many resources on the app have helped me host talks to students of primary age and to my own age at sixth form. There's a sense of achievement knowing I can inspire others like Power of 10 has inspired me! This role has also made me more involved in my eco club at school by teaching me how to interact with other climate activists and increase my empathy when listening to others speak about what they're passionate about.

"While co-hosting the Power of 10 Podcast, I have felt a part of a team and made friends. The community has made me feel much more connected to others. The podcast itself has developed many skills of mine; for example, it has improved my confidence by being able to speak with people I've never met before in an articulated manner (which I'm still improving on every recording). Another Way has linked me with other charities including CDEC, through which I have been able to host a workshop at the Youth Climate Summit and in my local area. I feel happier knowing I'm more involved with conservation and activism work than I ever was prior to Power of 10.

"The Power of 10 Festival in early 2024 was amazing! One of my biggest achievements was being able to speak in front of over 200 people at the festival – something I would have never expected myself to do. This opportunity made me believe in myself and in an odd way I inspired myself. Overall, my confidence has soared through the roof. Through my younger years, I was very insecure in myself, yet with Power of 10, I have developed myself into someone I love." | **Marley, Power of 10 Alumni (19)**



Marley (right) with fellow Ambassadors and Podcast Hosts Anna (left) and Erin (centre)

Residential

In July, we partnered with CDEC, FutureProof Cumbria and Brathay Trust to host Cumbria's first residential for young Changemakers. We brought together 16 young people from across Cumbria and Lancashire to learn new climate skills through outdoor education.

By pushing themselves in outdoor challenges, such as climbing a high wobbly pole, orienteering across lake Windermere and canoeing, the young people learned how to overcome challenges, design their own campaigns, create a theory of change and develop personal resilience when things don't go their way.

We ran workshops on understanding systems change, the SDGs, market research, project design and management, communications strategy and writing and presenting a project pitch.

The residential left a lasting impact on the young people involved, who made new friends, developed more confidence and left ready to implement an environment

project. Since the residential, we have offered three support calls to attendees to check in with their project progress, support them with any challenges and connect them with partner organisations.

"The programme of activities enabled me to plan a campaign based on my own interests in a structured way. The experience was beneficial because I was able to connect with other people in a beautiful environment doing activities that we don't often get to do. Through the activities at Brathay, I was able to build up a network of people of a similar age that had similar interest to me for future climate action projects. I hope that more people will be able to participate in events like the residential so that they can learn more about taking climate action." | **Lily, Residential Participant (17)**





SKILL	AVG. RATING BEFORE RESIDENTIAL	AVG. RATING AFTER RESIDENTIAL
💬 Communication	7.28	8.13
📣 Public Speaking	6.89	7.38
💡 Project Design	5.56	6.25
💪 Personal Resilience	6.56	7.71
🌱 Leadership	6.58	8.18
🤝 Teamwork	7.11	8.49
💚 Courage	6.08	7.61

Power of 10 App

This year, the Power of 10 platform grew to over 1,000 users! With over 73,134 new page views, 1,073 users and 556 new posts, it continues to support young people to learn more about the environment, access support to take action and connect with like-minded peers.

This year, we also worked with pro-bono tech developers to add new features to the site, including changing our sign up flow and adding navigation aids to make the platform more accessible for young people, changing the look of our Community Space, and most excitingly, launching our very own native app!

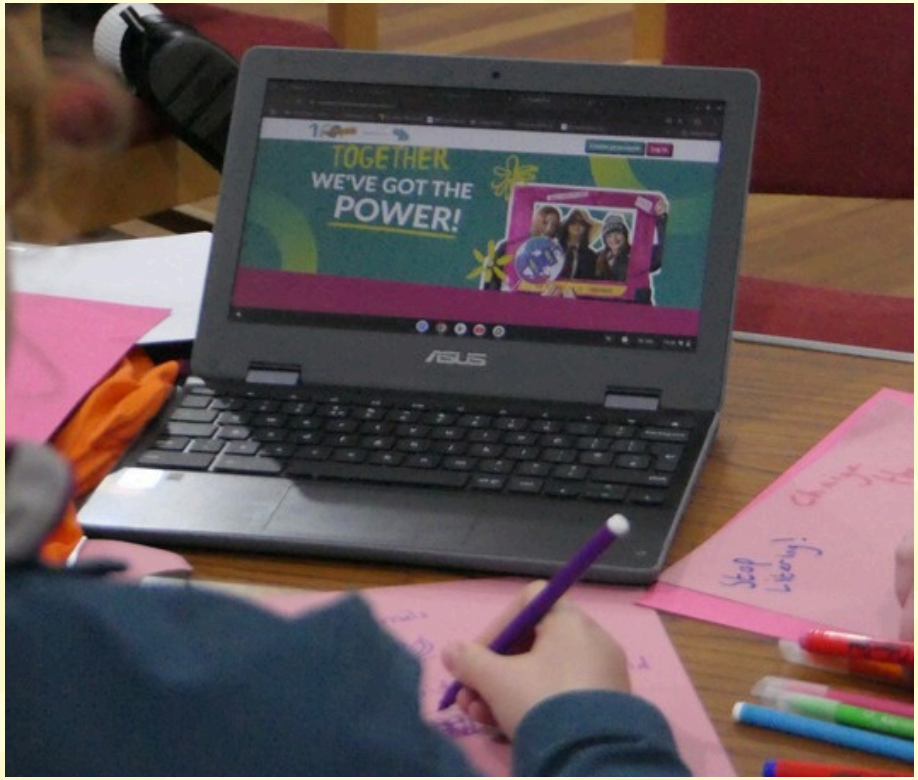
We now have 64 resources in our Changemaker Toolkit, including How-To-Guides on running beach cleans and setting up eco groups, Home Challenges and a FactFile series on different habitats.

Our resource downloads averaged 20 per month at the start of 2025, and this increased to 32 at the end of the year, with a total of 300 resources being used. At the beginning of the year, the most downloaded resources reflected earlier programme priorities such as the Rewild Your Choices Home Challenge and the What a Waste Slide Deck. By the end of the year, Flipping the Climate Script had become the most downloaded resource, followed by the Sustainable Fashion Show and the Food Waste FactFile as the second and third most downloaded respectively.

The Food Waste FactFile was one of several new resources introduced through the Made By You, For You theme, a collection of materials created by users on topics of direct interest to them. Our Reps have written their own Good News Case Studies to spread hope and positivity as well as to showcase solutions throughout our community.

Throughout the year, however, our How-To-Guides consistently proved the most popular. In particular, How to Organise a Toy/Book Swap and How to Organise a Clothes Swap regularly featured among the top downloads across multiple quarters.

The impact of each resource downloaded and used is variable, as one person might share the information from a resource with their immediate family,



whereas another might use it to run a whole school assembly. We are estimating that the average number of people impacted by a download is 10 people (in line with the Power of 10 ethos), though on occasion, this could be up to 1,000 people. We believe this to be quite a conservative estimate, as we have anecdotal evidence that a number of young people often use our resources with entire year groups at school, or through delivering talks within their communities. With this in mind, 3,000 to 300,000 people could have been impacted by young people using our resources to spread awareness or run events.

Fast fashion has been a topic that many young people feel the need to tackle. This year, three of our Reps organised clothes swaps and others used our Fast Fashion FactFile to spread information on how we can all reduce our impact through sustainable clothing choices. Young people have used our community

space to discuss topics such as sustainable Halloween costumes, fashion habits and places to buy sustainable clothing.

The topic of climate conversations with friends and family has also been a particularly prevalent issue being discussed in the Community Space. This is supported by the popularity of the Flipping The Climate Script toolkit, showing that young people are interested in engaging in these conversations and that our resources and platform are helping users to navigate them.

This year, we evaluated the impact of the Power of 10 app on our community in partnership with researchers at the University of Bath. Three key themes emerged:

1. The power of community
Participants explained that being part of Power of 10 provides them with emotional support and a springboard to action. Connecting with other, like-minded others appeared to be very important, and this contrasted strongly with some experiences of feeling isolated outside of the community. Participants explained that being part of Power of 10 helped them in two important ways: by offering emotional support to mitigate climate anxiety and negative feelings; and by offering a positive, supportive environment that is action oriented. This led them to feel that they had more agency and could make a difference.

2. Power of 10 catalysing a shift from hopelessness to empowerment
Involvement in Power of 10 helped participants to feel less overwhelmed by the scale of the climate crisis, resulting in a greater sense of self-efficacy and confidence. Practically, Power of 10 provides them with some concrete steps that guide them to act. They feel more empowered – and less hopeless – when they realise that taking action, even relatively small actions, can make a difference. Participants talked about changes they or their household had made as well as engaging in action in their communities.

3. Contrasting interchanges outside of the Power of 10 community
Participants frequently noted a disconnect between their own level of concern about climate change and the environment and that of their peers, who they felt were inclined to disinterest, apathy, or simply prioritising other issues. This resulted in a clear distinction between their experiences with like-minded others inside the Power of 10 community and with others outside it. It was not necessarily that others didn't care at all, but that they cared less or could not see the point in caring, some participants did not want to engage with people who would not necessarily respond well to 'eco' talk. Some participants referred the clear distinction between their own behaviours and that of their peers at school.

"I have felt welcomed because other people are doing the same sorts of things as you and I feel a willingness to [take environmental actions] because others are doing them, so I can too." | **Ibrahim, Power of 10 Ambassador (15)**

"Being with people with the same mindset as you helps you to feel included. I would have never been a part of any campaigning events if it weren't for Power of 10." | **Archie, Power of 10 Ambassador (14)**



Power of 10 Podcast

Our podcast team has now grown to six young people, ranging from age 12 to 18. The young team has been trained in presenting skills, interview techniques, audio recording, and transcript editing. They have had the opportunity to develop their skills in proactiveness by researching new guests and planning questions ahead of recording sessions. We are committed to increasing the diversity of young voices in climate and nature: 50% of our podcast team identify as BIPOC and have neurodivergence or are from a low socioeconomic background.

"Being on the podcast has helped develop my confidence and public speaking skills, I can now speak to people I've never met before in a way that's professional and confident." | **Marley, Podcast Host (19)**

"Looking at where other people are coming from opens up so much, I learn so much from each guest!" | **Anna, Podcast Host (14)**

We have recorded 10 total episodes with 361 plays across all episodes and have a small but mighty community of 54 subscribers!







School Workshops & Talks

This year we have worked directly with over 45 schools across the UK, from Cornwall to Cumbria, London to Yorkshire. We have also met hundreds of schools at events across the country.

We have engaged 10,269 people in our workshops and talks and a further 7,546 people at events, continuing to raise awareness of environmental issues, inspiring and empowering agency in the face of them. Our offering now includes 11 different workshops on environmental themes, from Food for Thought, to Green Careers, Climate Action and Ocean Plastics.

At the start of workshops, on average 49% of young people felt that they could personally make a difference towards climate change. At the end of the workshops, this number increased to 68%. Alongside this, their knowledge of climate change at the start of workshops was rated 5.7/10 and had increased to 7.6/10 by the end of the workshops.

Escaping the Climate Crisis

As part of our Kickstarting Green Careers programme, we built a mobile 40m2 escape room, where students complete STEM activities to unlock their dream green job. These include doing a microplastics survey, insulating a tiny house and testing soil health, as well as learning about different green careers and making a pledge of climate action.

The escape room gamifies climate education and has helped young people engage with environmental education in a very positive way. Over the last year, 3,500 young people have gone through the escape room, and we have held it at Big Bang Fair, GirlGuiding Summer Jamboree and the Young Methodist Association 3Gen event.

As a result of completing the escape room, 300 young people pledged to write to their MP about an environmental issue, 1,400 pledged to start a campaign in their school and 1,800 pledged to make a behavioural change.

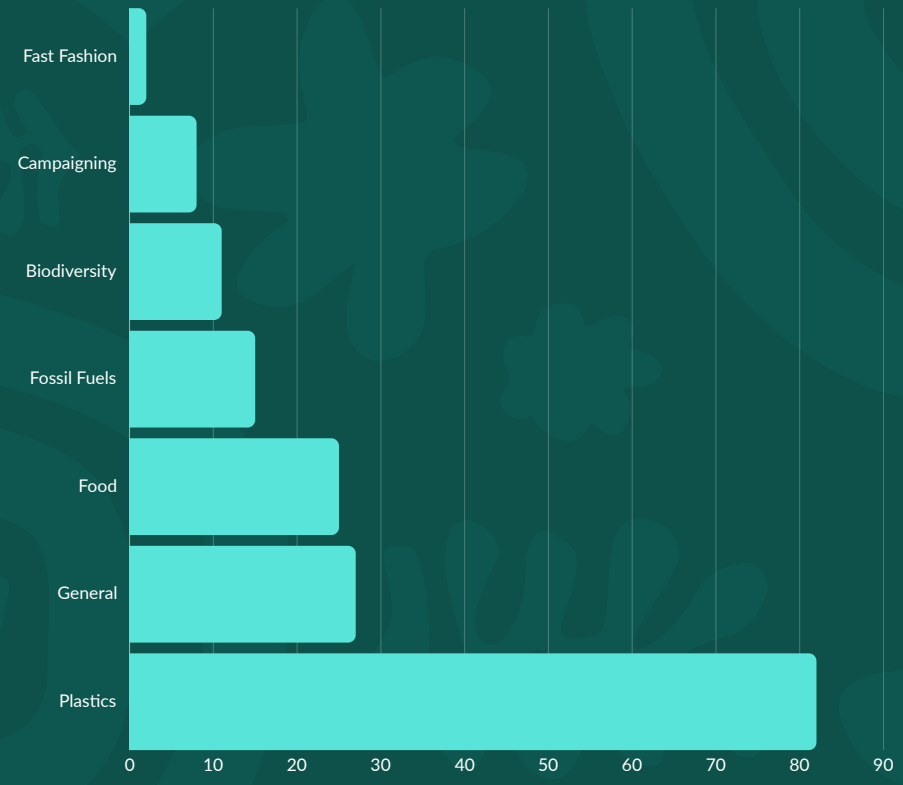






Over 3 days, 20,000 young people attend the Big Bang Fair in Birmingham to learn about STEM careers. 64% were from underrepresented backgrounds. Our Escape the Climate Crisis exhibit was incredibly popular, with 2,600 students completing the activity and making a pledge of climate action. Big Bang's evaluation showed that 94% of students learned more about STEM careers and 86% felt more interested in pursuing them. Our escape room scored amongst the highest of all exhibits in engagement and messaging. Many of the young people we engaged with had never touched soil before, so they were particularly surprised and impacted by our wormery and soil ecology activity, learning about the importance of healthy soil for growing food.

Pledges were grouped into the following themes:







Case Study

Big Bang Fair

Power Points

We are measuring our impact through Power of 10 by Power Points! These are units of change, each point symbolising 1 young person taking 1 action.

This year, we collated 13,700 Power Points!

Partnerships

We have continued to expand our partnership ecosystem this year, working closely with partners in the climate education sector, including SOS-UK, Force of Nature, Let's Go Zero and National Education Nature Park. We have worked with the National Trust to pilot climate education Power of 10 trails in their estates and are working with GirlGuiding to tailor Power of 10 resources and workshops to guides groups across the country.

We have delivered events in collaboration with the Iris Project, the Environment Funders Network and Force of Nature. We also strengthened our Cumbrian partnership for youth engagement on climate by hosting our residential with FutureProof Cumbria, CDEC and Brathay Trust. This has enabled us to join up engagement across the county and combine our reach. We have particularly enjoyed combining the expertise in education and citizenship that CDEC brings with our expertise in climate science and campaigning.

Through our new green careers strand of work, we are collaborating with the Youth Environment Service, the Natural History Museum and the RHS to offer wholistic careers pathways and education for young people across the country.

Our Translating Science project has also been amplifying the research of partners who have shared our articles and reels, including the University of Exeter, Woods Hole Oceanographic Institute and Ascension Island MPA. This has enabled us to increase our reach significantly.



Case Study

Working with an Academy Trust

Over the past 12 months, Another Way has partnered with the David Ross Education Trust (DRET) to support the development of climate change and sustainability education across multiple academies, strengthening both student learning and staff confidence.

The partnership began with in-person workshops delivered during whole-school Green Days at two academies. Through small group interactive sessions, we engaged entire year groups using our Flipping the Climate Script and Food for Thought workshops. These sessions helped students develop a clearer understanding of climate change, explore links between food systems and sustainability, and recognise the role of individuals and communities in climate action.

Feedback from these workshops helped inform the Trust's review of its Key Stage 3 sustainability unit. Geography staff from across the academies led curriculum planning and redesign, with Another Way providing targeted input, including selected Flipping the Climate Script resources and an external example of charity-led climate action.

To support implementation, we delivered an interactive professional development session for teaching staff, led by Elli. This training strengthened teachers' understanding of current climate science, addressed common misconceptions, and shared practical strategies to support students experiencing climate anxiety. Staff were also supported to embed global citizenship and climate action within their teaching. 31 teachers attended, impacting up to 7,000 students across the Trust annually.

This partnership highlights the value of long-term collaboration between schools and environmental charities. By combining student engagement, curriculum development, and staff training, we have contributed to the delivery of high-quality climate education across a multi-academy trust. We look forward to building on this work, including further support for Eco groups and youth-led climate action in the year ahead.

"By working closely with Another Way we have been able to get a different perspective through 'Flipping the Climate Script' resources. As part of this there have been increased opportunities for students to discuss and reflect on their own thoughts and feelings. In addition, working with Another Way has enabled the development of real world green careers links, including an interview with Another Way's founder (if you can see it, you can be it), as well as a hopeful future planning session at the end of the unit making sure that actions are not purely focused on students, but holding people, institutions and companies to account at all levels (including our own Trust). Working with Another Way encouraged us to look at our resourcing from multiple angles and use their research to inform our teacher guidance and approach. Our staff found Another Way's own surveys and research with the University of Bath, focused on what can be done about climate change, incredibly helpful in understanding the young people we teach. Another Way's framing has been instrumental in shifting away from a disempowered mindset about climate change to empowerment through the empowerment triangle." | **Chantal Maya-Holloway, DRET**



Raising Awareness

TRANSLATING SCIENCE

The Translating Science project has grown from strength to strength this year, thanks to the incredible commitment of our volunteer team. We have trained 13 young people to write accessible and engaging articles on the latest environmental science. We have created 52 social media posts, two reels and started a podcast, in which young presenters interview scientists about the significance of their research. There has been significant effort to train the writers in engaging storytelling this year, which has greatly improved the reach and impact of our articles.

We have also developed a collaboration between Power of 10 and Translating Science, through 10-minute science FactFiles on the Power of 10 app. These enable young people to access the latest science, develop critical thinking skills and understand the scientific process. They have been particularly popular with 110 views.

This year, our articles and social media content have reached 30,173 people and received 6,357 engagements – meaning we have successfully broken down barriers between environmental scientists and the public, as well as increased awareness of emerging conservation and climate issues. 2,611 people have fully read our articles. The project has received significant attention from wider partners, who have amplified our posts and articles across their channels. Volunteers have also produced several short films around particular research areas. Excitingly, our latest film about Human-Herring Gull interactions will be launched early next year.

The project is helping make science more accessible to the public and to tackle misinformation around net zero and biodiversity loss. Importantly, it is also helping to make research relevant to the public, connecting findings with actions that the everyday person can take to make a difference. Additionally, the project has had impact on our young volunteer team by building skills in science communication. For many, they have been able to use their volunteering experience to access paid work in the environmental sector.



2025 Translating Science Volunteer Team

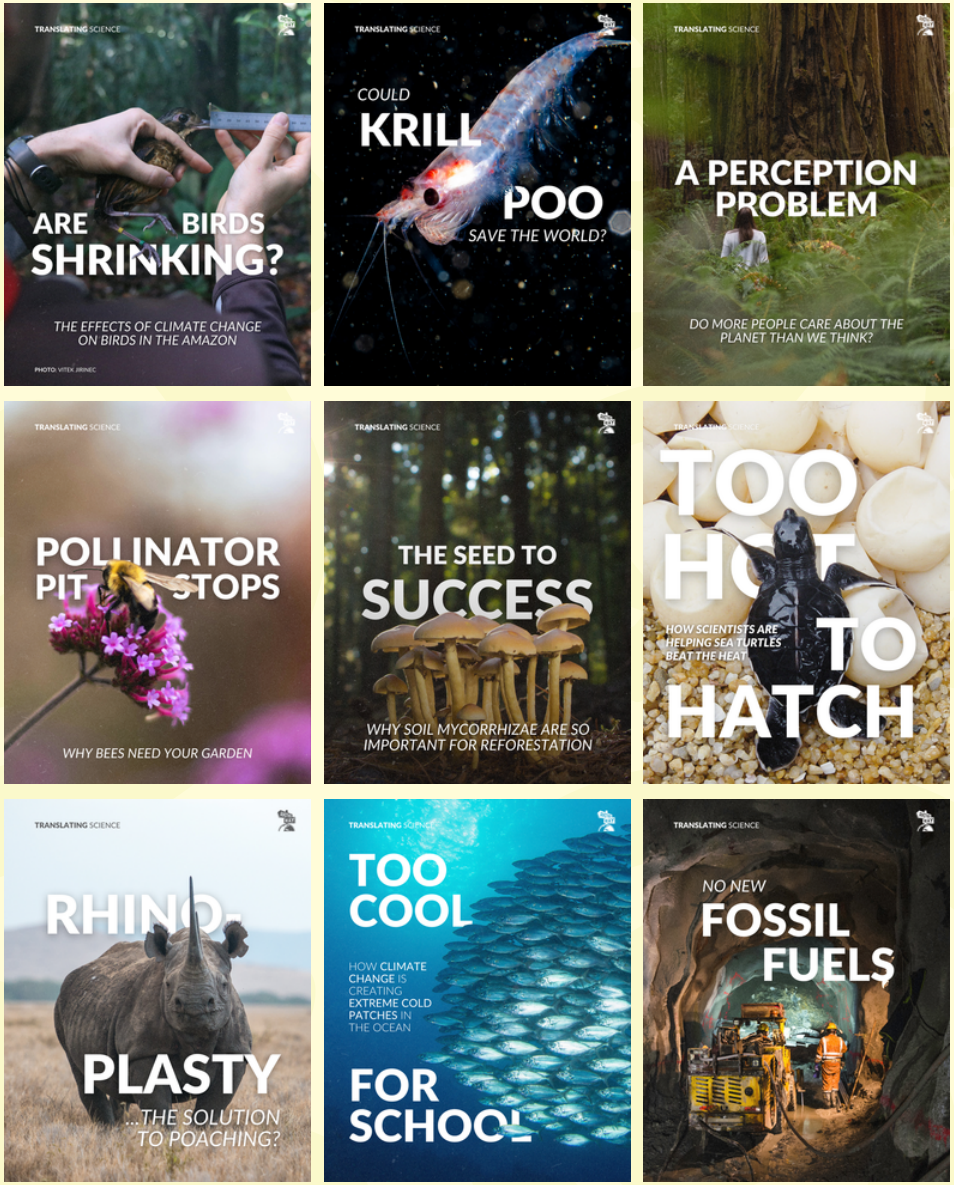
"Translating Science has given me the opportunity to build my skill as a project and team manager, whilst also providing the chance to get involved in social media, project strategy, and project development. I've had the opportunity to work with an amazing team of volunteers, who have allowed us to keep building and developing new ideas for the project and putting them into practice. The skills I have developed helped me to get my current job at Cornwall Wildlife Trust as a seagrass assistant officer. I work with and manage teams of volunteers in the field to restore intertidal seagrass and use transferable skills I have gained through Translating Science." | **Nia Clarke, Volunteer Manager and Senior Editor**

"My favourite part about being a Translating Science writer is the opportunity to learn about so many new topics outside my interests in University. It's been hugely beneficial to me in increasing my awareness of new sectors in conservation, and of course improving my writing skills." | **Sophie Nash, Writing Volunteer**

"I love reading a bunch of different papers and bouncing ideas off the project co-ordinators to create content for Translating Science. These papers from various disciplines are like puzzle pieces in the bigger picture of sustainability and environmental protection. Writing for the project helps me see more and more of the big picture in the same way." | **Hariharan Arevalagam, Podcast and Writing Volunteer**

"My volunteering for the Translating Science project has allowed me to develop the invaluable skill of tailoring my writing to effectively communicate to a range of audiences. For example, I have applied this skill when designing resources for young people, writing captions for social media content, writing a blog post for the website, and more!" | **Sarah Bellis, Writing Volunteer**

Sarah has since secured a job as Waste Management Officer for Devon County Council, using skills gained during her volunteering with us.



MEDIA APPEARANCES

This year we reached 3,521,550 people through news outlets. This included interviews on BBC Cornwall with some of the young people who attended our festivals, features in magazines such as the Green Parent or Lifestyle Magazine. Our bullying report made the front page of FirstNews, circulating to 2,600,000 young people and their teachers, spreading awareness of the social pressures young people face from speaking up about the climate for the first time.

TALKS & WORKSHOPS

The Another Way team has been invited to give keynote talks at many events this year. Our favourites included presenting our Flip the Climate Script research at the Communicate Conference in Bristol to over 250 environmental communicators, speaking to recipients of the National Lottery Climate Action Fund about engaging young people on climate and speaking at the Our Media conference to the UK's main environmental NGOs about building a youth-led movement.

We also had the opportunity to speak to 100 school students at Earthfest about how to create a climate campaign, which included an interactive metaphor on the stage making cookie dough! Elli has given keynotes at multiple youth climate summits and was invited to the celebration event of the Environment Leaders Programme in Warwickshire.

In February, Another Way organised an event to bring together youth organisations and philanthropists to discuss how funding youth-led climate work can be improved. With the support of the Iris Project, Conduit Club and EFN, we had an amazing turnout of over 50 of the UK's major environment philanthropists and many youth organisations. Amy facilitated a workshop discussion which resulted in some key areas of work and solutions to progress.

We had amazing feedback from the event from funders and youth directors alike, and facilitated connections between organisations and funders that have led to funding of youth projects across the UK, in both climate and nature. The event served as a key to momentum on improving on the current 0.9% of climate funding that goes to youth-led organisations. We are speaking to funders about continuing the legacy of this event and ensuring that action happens as a result.





COMMUNICATIONS & SOCIAL MEDIA

We had a strong focus this year on building social media campaigns to highlight our research around the barriers young people face to climate action and the impact of our work.

We launched our survey findings, including the stark fact that 60% of young people have faced negative social experiences as a result of taking part in environmental initiatives, with video content and infographics. This made the front page of First News, as well as featuring in the Green Parent Mag, the Metro and Nat Geo Kids. Across socials, our message reached 36,088 people thanks to collaborations with influencers and activists such as Sam Bentley.

Some additional social media campaigns and highlights included starting the year with highlighting youth voices through our New York Climate Week content, collaborating with conservation organisations including Woods Hole Oceanographic Institution, The University of Exeter, SPOT Marine Life, and Ascension MPA to deliver the latest environmental news to our followers, and growing our following enough to give our Translating Science project its very own Instagram profile. Through such campaigns, we have grown our social media following to a dedicated 6,716 individual accounts, and across all social media platforms our content has reached an estimated 179,056 people over the past year.



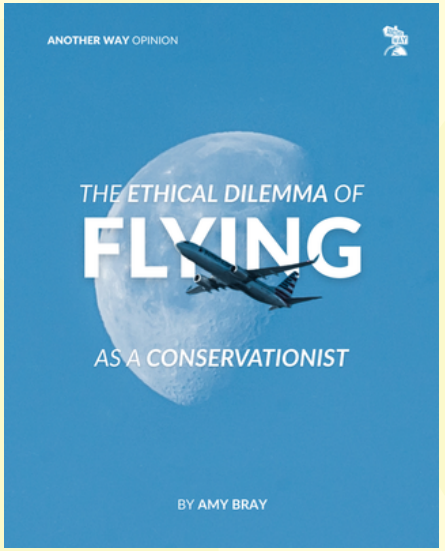


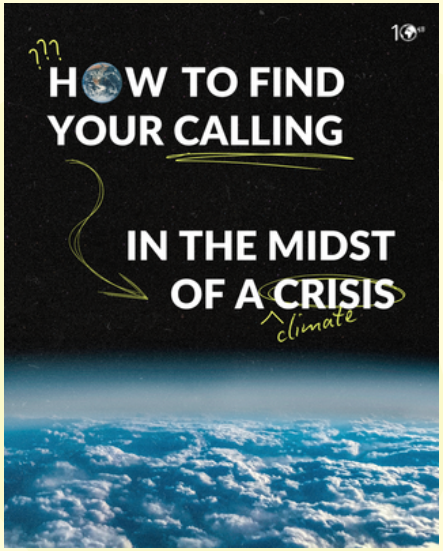
Another particular success was growing our newsletter readership by over 500% to 700 readers. We also launched a teacher newsletter which is circulating to 100 teachers nationally and providing tips for climate education.











Changing Hearts & Minds

"To do something about climate change and create a world that is fit for the future, we need two types of young person: those young people who commit to taking actions in their daily lives, and those young people like Amy Bray who through her Power of 10 and Another Way are providing simple and effective ways for young people to do this." | **Michael Norton, author of 365 Ways to Change the World**

FLIPPING THE CLIMATE SCRIPT

One of the most exciting projects this year has been creating and publishing our research in collaboration with CAST and the university of Bath on young people's climate perceptions. After conducting research workshops in 3 different schools, including a SEND school, with 400 students, we launched a briefing paper, report and campaign. You can read the full report **here**.

Headlines from our research include young people overestimating the impact of certain climate actions, such as recycling, and underestimating the impact of dietary changes. In addition, young people tend to get more cynical as they get older. However generally, young people had a clear perception of the nuance involved in climate action, especially a strong sense of the need for just transitions.

As a result of our research, we have developed a Flip the Climate Script toolkit, published on our app, and a CPD training for educators, helping teachers and other climate communicators to talk about climate in an empowering way to young people. So far, we have delivered this to 30 people to great interest, and organisations are sharing it as an example of best practice and evidence-led climate education.

We have also presented the report to DESNZ and the Minister for Climate at a roundtable in government. As a result, DESNZ have circulated it amongst staff, reference our findings and recommendations in conversations with headteachers and are now establishing a Youth Climate and Nature Board, with Amy as an advisor, to feed into their public participation plan on Net Zero.

FILM

We began filming with four members of the Power of 10 community for a new film that will be launched in April 2026 to showcase the impact of our work on the young people involved. These young people received the opportunity to present their story, and we worked with them to help develop storytelling and presenting skills to camera as we travelled the length of the UK from Edinburgh to Cornwall!



PLEDGES

This year we have collected 171 pledges on taking one of our five most impactful climate actions, the most common being to take public transport over the car. Over a year, this amounts to approximately 296.44 tonnes of carbon dioxide saved.

ANOTHER WAY COMMUNITY

Our work and impact would not be possible without the incredible dedication of our volunteer team, as well our Trustee Board and Advisory Council. 49 volunteers have given their time to supporting our work this year, across events, Power of 10 and the Translating Science project. Volunteers helped bring our escape room to life, moderate our Power of 10 app, make the festival a success, create new resources for our app and write and edit Translating Science articles, amongst much more.

With particular thanks to the corporate partners who have given us volunteering hours, including legal support from Macfarlanes, Barker Brettell and Muckles, amazing graphic design from Insights and tech support from Force for Good.

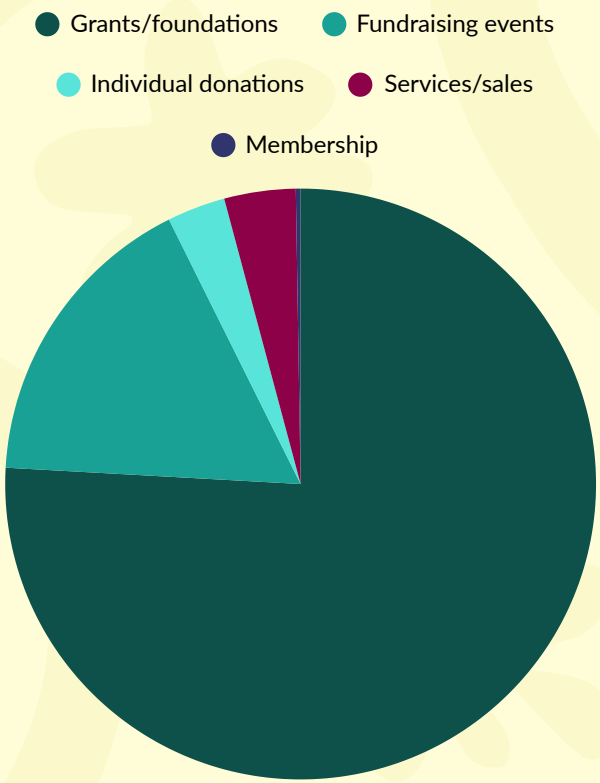
This year, we have recognised individuals who have shown exceptional commitment to Another Way through our Community Hero awards. These awards have gone to: Nia Clarke, Luke Spencer, Insights Graphic Design Team, Chloe Moriarty, Sophie Nash, Maddie Kirby, Emily Dresser, Abi O'Leary, Maria Giulia Checchi and Ell Nittler.



FUNDING

This year, our income was £238,800, plus additional multi-year funding pledged over the next couple of years. This has enabled us to grow our core team further, bringing on board a new Director of Youth Programmes and increasing our assistant and communications team hours. The majority of our income continues to come from our valued trusts and foundations partners. We have made steady progress increasing our service-generated income through talks, workshops and other delivery, which has made up 5% of our total income this year. 20% has been generated through the generous donations and crowdfunding we have received, including raising £40,000 through the Big Give Green Week. We have also received funding from local authorities and from corporate partners. We have recently opened an online shop with sustainable merchandise illustrated by Another Way's Digital Marketing Lead, and are incorporating the Another Weigh Kendal zero-waste shop into the charity as a trading subsidiary to provide steady income in the future. We look forward to generating more core sustainable income through this in years to come. Our gratitude extends to everyone who has supported our work financially this year, from every individual giver to our larger foundation partners – we have made this incredible impact together.

INCOME SOURCES 2025-2026



EXPENDITURE 2025-2026

