

Annual Report and financial statements for the year ended 31 December 2025.

Initiative Earth Charity

Initiative Earth charity
Registered number: 12550616 | Charity number: 1192512

Initiative Earth (A company limited by guarantee) Reference and administrative details of the Company, its Trustees and Advisers For the year ended 31 December 2025

Trustees

Anna Van Der Hurd - Chair
Cara Delevingne
James Beazley
Deepa Mirchandani (resigned 28 february 2026)
Naresh Ramchandani (resigned 4 March 2026)
David Alfrey (appointed 16 March 2026)

Key Management Personnel

Wanessa Rudmer, CEO
Kiran Dhall, Head of Marketing
Dr Miriam Burke, Institutional Partnerships and Communities Lead
Ciaran Biggins, Head of Fundraising,
Toby Maude, Head of Finance
Christable Reed -Founder

Company registered number

12550616

Charity registered number

1192512

Registered office

14th Floor
33 Cavendish Square
London, W1G 0PW

Independent examiner Nicholas Weller
Simmons Gainsford Professional Services Limited
Chartered Accountants
14th Floor, 33 Cavendish Square
London, W1G 0PW

Bank

Triodos Bank
Deanery Road
Bristol, BS1 5AS

We exist to awaken a movement of ecological citizens; regreening cities as though our lives depend on it.



2025 Earthed :

Earthed's mission is to awaken a global movement of ecological citizens. To move people from awareness to action, from personal practice to collective regeneration.

The Context

We are facing an existential polycrisis: the simultaneous collapse of ecosystems and the erosion of our intrinsic connection to nature.

Ecological Crisis:

Over one million species face extinction. Since 1970, wildlife populations have plummeted by nearly 70%. Vital ecosystems like forests, rivers, oceans, soils are deteriorating due to deforestation, pollution, industrial agriculture and climate change.

The UN calls for the restoration of one billion hectares of land by 2030. Yet, prevailing top-down approaches **overlook the transformative role of billions of citizens in ecosystem restoration**.

Crisis of Connection & Agency:

For decades, **we've been fed a consumer story:** that our role is to buy better, fly less, vote every few years and leave it to someone else to fix the big things. **We've painted humanity as a virus on the planet, stripping away our agency, our ancestral knowledge and our belief in our ability to shape the world around us.**

These stories reduce us to individuals making isolated lifestyle consumer tweaks, when what's needed is collective transformation. It disconnects us from nature, from each other and from our own capacity to actively participate in creating regenerated futures.

The Opportunity

What if the most potent force for global ecosystem restoration isn't confined to policy rooms or tech companies but resides within communities, cultures, and individuals ready to act?

Humans are not a virus; we are a keystone species. When connected, skilled, and empowered, people don't just reduce harm, they regenerate. Like beavers, nature's ecosystem engineers, our everyday actions can restore land, build biodiversity, regenerate food systems and reimagine urban spaces. This is our ancestry and our future.

Across the globe, individuals are already planting, rewilding, and rejuvenating the places they cherish. Yet, **this immense potential remains marginalised, unsupported, and under-recognised.**

This is the story Earthed is here to tell and to build.

The opportunity is to awaken ecological citizens:
Not passive observers, but active participants.
Not just hopeful, but skillful.
Not waiting. Restoring.

A Global Demand to Participate

67%

of young adults (18-35) want to actively participate in climate solutions but don't know where to begin

2021 UNDP & Oxford University

89%

of people globally support climate action

89% Project, 2025

16%

feel they can make a difference

89% Project, 2025

2025 Earthed :

2025 was another successful year with events combining ecological education, community connection, cultural exchange and practical restoration.

Highlights included:

- Embedding Diversity for a Flourishing Future, held in London on 24 April, which brought Indigenous leaders and land-rights defenders together to discuss traditional knowledge, forest protection and climate justice;
- Sow, Grow, Eat: 2025 Grow Along, running from March to September, which supported participants through live lessons, workbooks, growing challenges and Q&As;
- Community Pollinator, From March to October like mycelial nodes in a thriving ecosystem, pollinators help fertilise flowers and plants, building thriving relationships and connections. This is at the heart of our community pollinator programme and the key to enabling a mass-mobilised peer-driven ecosystem restoration movement.
- Meet the Movement, a monthly online gathering connecting members through discussions, guest contributions and updates; and
- Earthed Summit 2025: Generation Restoration in Hackney, combining talks, workshops, panels and music focused on nature restoration, urban gardening, pollinator pathways and community action.

Looking Forward

Towards the end of 2025, a review of Earthed's activities and funding was undertaken to ensure that its activities would continue to deliver benefits into the future. It was decided that Initiative Earth would focus more clearly on place based regreening projects as a way of awakening ecological citizens and focusing on bringing the many agents involved together to achieve the aims, such as the program Wild Cities.

One area of concern was that the online educational content was expensive to deliver and that the viewer numbers and the associated income necessary to support it were not growing fast enough. It was decided to prioritise the charity's available resources by transferring its online activity to a company already active and experienced in that field.

wild cities

Regreening cities as though our lives depend on it

wild cities

Wild Cities is a London-based initiative creating a 14-mile connected nature corridor from Lee Valley Regional Park to the River Thames, linking communities and habitats across East London.

Our purpose is to regreen urban areas, restore biodiversity, improve access to nature, and strengthen climate resilience.



wild cities

Our city-scale nature-recovery model

Wild Cities works at the scale nature needs: whole cities and their surrounding green networks.

We bring together councils, landowners, community groups, delivery organisations, civil-society partners, businesses and science-led organisations to unlock land, funding and local participation.







Our approach connects fragmented habitats across city landscapes, creating resilient networks for wildlife and people.

We make green space more visible, accessible and part of everyday life.

wild cities

ReInstate pilot project in Silvertown

A practical example of the Wild Cities approach



The ReInstate pilot in Silvertown supports community-led planting and garden creation to restore nature in an urban neighbourhood.

Working together, residents transform overlooked spaces into thriving habitats.

The project improves biodiversity and connects people with nature where they live.

It empowers communities to care for local green space for the long term.



Native plants



Pollinators



Regenerated urban garden

wild cities

Wider benefits for people, nature and cities

Wild Cities works across London to connect people, organisations and places for nature. The initiative delivers practical, local action with benefits that reach across communities and the city.



Healthier neighbourhoods

More nature close to home supports mental and physical wellbeing and creates greener, more welcoming places to live.

Stronger community stewardship

Residents and local groups gain confidence, skills and connections to care for nature together.

Better habitat connections

More and better-connected habitats help wildlife move and thrive across the city.

More liveable cities

Green infrastructure helps manage rainfall, cools our streets and makes places more resilient.

Learn, act, connect, lead

Our Skills Hub helps people and organisations build the knowledge, confidence and networks to deliver nature restoration.

- LEARN Access free guides, case studies and training.
- ACT Put practical actions into practice locally.
- CONNECT Join a community of practice across London.
- LEAD Grow skills, share learning and inspire others.



Wild Cities demonstrates how coordinated local action can contribute to city-scale ecosystem restoration.

Gratitude

The Initiative Earth board and Earthed team extend their heartfelt gratitude to the Founding Members, Earthed Ambassadors, and Founding Partners who shared our vision and provided the crucial financial support needed to grow Earthed.

We also deeply appreciate the Nature Teachers who have generously contributed their wisdom and time, accelerating global nature regeneration for the benefit of all.

Finally, a special thanks to our growing member community, whose commitment to the vision of human participation in the regeneration of nature and community is the driving force behind Earthed's mission.

With very special thanks to our Founding Partners

Gratitude

Organisations and people that have supported Earthed in 2025

Neal's Yard Remedies
Sheepdrove Trust
Vivobarefoot
Livebarefoot Fund
Synchronicity Global Foundation
Bacon Foundation
Simon Burgess
N Khashoggi

Advice & Support

Addleshaw Goddard
Simmons Gainsford

Accounts

The Trustees present their annual report together with the financial statements of the Company for the year 1 January 2025 to 31 December 2025. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Initiative Earth was established in 2020, to promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment. This is achieved by:

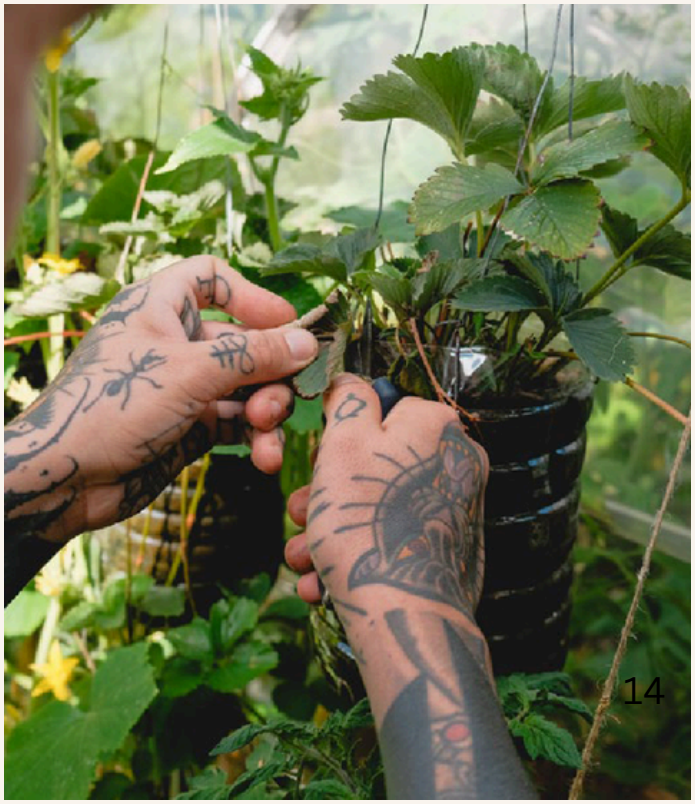
•promoting ethical consumer behaviour, promoting local greening initiatives, and building community around the natural environment, in order to develop the capacity and skills of the public in such a way that the public are better able to identify (and help meet) the needs of their physical and natural environment, and;

•providing information, sharing knowledge and promoting charitable research (including the publication of the useful results of such research).

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.







Accounts

Financial review

a.Going concern

After making appropriate inquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future.

b.Reserves policy

The Charity's policy is to set aside funds for special purposes or as reserves against future expenditure.

c.Risk management

We assess key risks as new situations arise and undertake a formal review of our risk register twice yearly. Although responsibility for risk management sits with the Trustees, all employees are actively involved in the process of identifying and mitigating risks. Our due diligence procedures are designed, and regularly evaluated, to maximise comfort that our grants will be effectively employed, while minimising the time our partner organisations have to spend providing us with information. There are regular informal meetings between Trustees and members of the Senior Leadership Team; the Finance Committee reviews monthly Finance Reports and meets quarterly ahead of the relevant board meeting to review in detail budgets and organisational processes. Trustees meet quarterly to consider all important financial, strategy, and operational decisions addressing risks in each area. Such regular meetings enable an assessment of new developments as they arise.

The Trustees consider the following to be the Charity's principal risks:

- the ongoing need to diversify and grow income streams, thereby broadening the donor base and enabling increased charitable activities in the future;
- Staff wellbeing and working culture;
- Contracts and agreements with consultants, partners and contractors;
- Policies and procedures;
- Board development;
- Membership acquisition and retention.

The Trustees confirm that systems are in place to minimise risks. These include:

- Board authority on high level strategy and operational decisions;
- Board review of funding outcomes and delivery against theories of change;
- Implementation and monitoring of a comprehensive Fundraising strategy;
- Clear authorisation and approval systems amongst staff;
- Review of the monthly Finance Report;
- Standard budgeting and cashflow forecasting systems;
- Authorisation processes for all financial transactions;
- Review of all employment and freelance contracts and agreement;
- A formal staff performance and development scheme;
- Regular risk assessment;
- A review schedule for all Policies, including conflict of interest, data protectIon and fundraising;
- Implementing measures to ensure staff wellbeing including undertaking staff surveys.

d.Financial Review

The results for the period are set out within these accounts. The Trustees believe that the accounts comply with current statutory requirements, the requirements of the charity's governing document and the requirement of the SORP.

Structure, governance and management

a.Constitution

Initiative Earth was incorporated on 7th April 2020 and is a company limited by guarantee, governed by its Memorandum and Articles of Association and by policies and procedures drawn up from time to time by senior management and approved by the Board. It was registered as a charity with the Charity Commission on 24th November 2020.

b.Methods of appointment or election of Trustees

Trustees are selected on the basis of their understanding and sympathy with Initiative Earth's

Accounts

charitable objectives and their ability to further the aims of the Charity. Trustees are approved to hold office for a period of four years. Any retiring Trustee who remains qualified may be reappointed by the Board.

Trustees fully uphold and support the values of the organisation and its commitment to Equity, Diversity and Inclusion. Initiative Earth celebrates multiple approaches and points of view and in everything it does supports inclusion across race, gender, age, religion, identity and experience.

c.Organisational structure and decision making At the end of 2024 Initiative Earth had a team of 3 employees based primarily in London.
The Trustees are responsible for:

- Implementing Initiative Earth's strategy, objectives, and budget, ensuring cohesion with its vision and mission;
- monitoring and enhancing the well-being, training, and development of staff, including evolving and strengthening the organisation's shared culture and values;
- developing policies and best practices, ensuring compliance with regulations issued by governing bodies and current legislation;
- representing the organisation at events and meetings with donors and other major collaborators and stakeholders; and
- attending quarterly Board meetings to ensure that Trustees are fully apprised of all relevant governance, strategy, and operational decisions.

d.Policies adopted for the induction and training of Trustees
As part of their on-boarding, Trustees are given an information pack, which includes the Charity's Memorandum and Articles of Association and the Charity Commission Guidance on Trustees' Responsibilities. All Trustees are therefore aware of their legal furies and obligations in respect to governance of the Charity, including in relation to the protection of its assets. Each Trustee is required to sign an annual Code of Conduct and Conflict of Interest Declaration.

Statement of Trustees' Responsibilities
The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, 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 of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) 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 Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Accounts

Small Company Provision
These financial statements have been prepared in accordance with the special provisions relating to small companies within part 15 of the Companies Act 2006. Approved by order of the members of the board of Trustees and signed on their behalf by:

James Beazley

James Beazley

Trustee

28/10/2026 | 15:53 GMT

Accounts

Independent examiner's report to the Trustees of Initiative Earth ('the Company')
I report to the charity Trustees on my examination of the accounts of the Company for the year ended 31 December 2025.

Responsibilities and basis of report
As the Trustees of the Company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement
Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the ACCA, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. Accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Nick Weller

Nicholas Weller FCCA
Simmons Gainsford Professional Services Limited
Chartered Accountants
14th Floor
33 Cavendish Square London W1G 0PW
28/10/2026 | 16:21 GMT

Accounts

Statement of financial activities (incorporating income and expenditure account) for the year ended 31 December 2025

Income from:	Note	Unrestricted Funds: 2025 £	Total Funds: 2025 £	Total Funds: 2024 £
Donations	3	366,132	366,132	330,641
Other charitable income	4	15,000	15,000	44,000
Total income		381,132	381,132	374,641
Expenditure on:				
Charitable activities	5	500,827	500,827	459,202
Total expenditure		500,827	500,827	459,202
Loss on disposal of intangible fixed assets	9	150,338	150,338	0
Net movement in funds		(270,033)	(270,033)	(84,561)
Reconciliation of funds:				
Total funds brought forward		314,723	314,723	399,284
Net movement in funds		(270,033)	(270,033)	(84,561)
Total funds carried forward		44,690	44,690	314,723

The Statement of financial activities includes all gains and losses recognised in the period. The notes on pages 21 to 28 form part of these financial statements.

Accounts

Balance Sheet as at 31 December 2025

Fixed assets	Note	2025 (£)	2024 (£)
Intangible assets	9	-	229,988
Tangible assets	10	-	456
Investments	11	1	1
		1	230,445
Current assets			
Debtors	12	25,000	1,194
Cash at bank and in hand		33,610	102,347
		58,610	103,541
Creditors: amounts falling due within one year	13	(13,921)	(19,263)
Net current assets		44,690	84,278
Total net assets		44,690	314,723
Charity funds			
Unrestricted funds	13	44,690	314,723
Total funds		44,690	314,723

The Company was entitled to exemption from audit under section 477 of the Companies Act 2006. The members have not required the Company to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

James Beazley

James Beazley
Trustee

28/10/2026 | 15:53 GMT

The notes on pages 21 to 28 form part of these financial statements.

Accounts

Notes to the financial statements for the period ended 31 December 2025

1. General information

Initiative Earth is a registered charity and Private Limited Company by guarantee without share capital, incorporated in England and Wales. Company registration number 12550616, Charity registration number 1192512.

2. Accounting policies

2.1.Basis of preparation of financial statements
The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. Initiative Earth 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.

2.2.Income
All income is recognised once the Company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

2.3.Expenditure
Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.
Expenditure on raising funds includes all expenditure incurred by the Company to raise funds for its charitable purposes and includes costs of all fundraising activities, events and non-charitable trading.
Expenditure on charitable activities is incurred on directly undertaking the activities which further the Company's objectives, as well as any associated support costs.
All expenditure is inclusive of irrecoverable VAT.

2.4 Intangible assets and amortisation

Intangible assets costing are capitalised and recognised when future economic benefits are probable, and the cost or value of the asset can be measured reliably. Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.
Settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs.
Amortisation is provided on intangible assets at rates calculated to write off the cost of each asset on a straight-line basis over its expected useful life.
Amortisation is provided on the following basis:
Website and content - 20 %

Accounts

2.5. Tangible fixed assets and depreciation
Tangible fixed assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.
Depreciation is provided on the following basis:
Office equipment - 3 years

2.6 Investments
.
Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the Statement of financial activities.
Investments in subsidiaries are valued at cost less provision for impairment.

2.7 Debtors
Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.8 Cash at bank and in hand
Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.9 Liabilities and provisions
Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.
Liabilities are recognised at the amount that the Company anticipates it will pay to settle the debt or the amount it has received as advance payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the

statement of financial activities as a finance cost.

2.10 Financial instruments
The Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value, with the exception of bank loans, which are subsequently measured at amortised cost using the effective interest method.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Company and which have not been designated for other purposes.

Accounts

3. Income from donations and legacies

	Unrestricted funds 2025 (£)	Total Funds 2025 (£)	Total funds 2024 (£)
Donations	366,132	366,132	330,641

4. Other charitable income

	Unrestricted funds 2025 (£)	Total Funds 2025 (£)	Total funds 2024 (£)
Grants			14,000
Sponsorship	15,000	15,000	30,000
	15,000	15,000	44,000

5. Analysis of expenditure by activities

	Activities undertaken directly 2025 (£)	Support costs 2025 (£)	Total funds 2025 (£)	Total funds 2024 (£)
Promotion of environmental awareness	394,040	106,787	500,827	459,202

Accounts

Analysis of direct costs

	Total Funds 2025 (£)	Total funds 2024 (£)
Website, marketing & Branding	78,677	110,741
Content & campaigns	185,873	158,832
Social media management	74,840	68,740
Intangible asset amortisation	54,650	
Total	394,040	338,313

Analysis of support costs

	Total Funds 2025 (£)	Total funds 2024 (£)
Accountancy and other fees	7,526	5,672
Recruitment costs	-	229
Bank fees	1,110	1,496
Legal, professional fees and subscriptions	6	1,690
Write off of inter-company debt	-	15,176
Software and E costs	10,988	3,918
Strategy and management costs	81,187	76,560
Travel	1,699	6,373
Office space rent	3,643	8,520
Team training	172	845
Depreciation	456	340
Total	106,787	120,889

Accounts

6. Independent examiner's remuneration

Due within one year	2025(£)	2024(£)
Fees payable to the Company's independent examiner for the independent examination of the Company's annual accounts	1,500	1,500

7. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits .

8. Employees

The average number of employees, excluding the Trustees, during the period was 3 (2024: 5). Included in expenditure is £117,934 (2024: £218,060) of salaries paid to employees. No employee received total employee benefits of more than £60,000 in the period.

Accounts

9. Intangible fixed assets

Cost	Website & content (£)
At 1 January 2025	323,067
Disposals	(323,067)
At 31 December 2025	-
Amortisation	
At 1 January 2025	93,079
Charge for the year	54,650
On disposals	(147,729)
At 31 December 2025	-
Net book value	
At 31 December 2025	-
At 31 December 2024	229,988

The intangible fixed assets represent the accumulated costs less amortisation of building a website and creating content. Following a strategic review of the charity's activities it was decided that the platforms ongoing maintenance and support was a drain on the charity's resources given the number of users and no longer supported the strategic direction of Wild Cities. The content and website were transferred to Advaya Media Ltd. (See note 15 Related Party Transactions).

Accounts

10. Tangible fixed assets

Cost	Office Equipment(£)
At 1 January 2025	852
Additions	-
At 31 December 2025	852
Amortisation	
At 1 January 2025	396
Charge for the year	456
At 31 December 2025	852
Net book value	
At 31 December 2025	-
At 31 December 2024	456

11. Fixed asset investments

Cost	investment in subsidiary (£)
At 1 January 2025	1
Additions	-
At 31 December 2025	1

12. Debtors

Due within one year	2025(£)	2024(£)
Other debtors	25,000	-
Prepayments and accrued income	-	1,194
	25,000	1,194

Other Debtors relates to the amount payable by Advaya Media Ltd to the Charity. See note 15.

Accounts

13. Creditors: Amounts falling due within one year

	2025 (£)	2024 (£)
Trade creditors	6,424	9,739
Other taxation and social security	3050	3,621
Other creditors	469	730
Accruals and deferred income	3,978	5,173
Total	13,921	19,263

14. Statement of funds

Current year

	Balance as at 1 January 2025 (£)	Income (£)	Loss on disposal of assets (£)	Expenditure (£)	Balance as at 31 December 2025 (£)
General funds	314,723	381,132	(150,338)	(500,827)	44,690

Prior period

	Balance as at 1 January 2024 (£)	Income (£)		Expenditure (£)	Balance as at 31 December 2024 (£)
General funds	399,284	374,642		(459,203)	314,723

15. Related party transactions

In December 2025, the Charity entered into an agreement with Advaya Media Ltd whereby the Charity would transfer its online educational content, website and membership in exchange for commitments to continue to make that content publicly available, and a payment of £25,000.

Christabel Reed, the founder of Initiative Earth is a shareholder in Advaya Media Ltd.

(2024: No related party transactions)

Initiative Earth
14th Floor, 33 Cavendish Square, London, W1G 0PW
Charity Registration No: 1192512

Messrs. Simmons Gainsford Professional Services Limited
33 Cavendish Square
London
W1G 0PW

Date: 28/10/2026 | 15:53 GMT

Dear Sirs

We confirm that the following representations are made on the basis of enquiries of management and staff with relevant knowledge and experience and, where appropriate, of inspection of supporting documentation, sufficient to satisfy ourselves that we can properly make each of the following representations to you, in connection with your examination of the charity's financial statements for the period ended 31 December 2025.

1 We acknowledge, as trustees, our collective responsibility under the Charities Act 2011 for presenting financial statements, which give a true and fair view and confirm that we have approved the financial statements for the period ended 31 December 2025. We also acknowledge our responsibility for making accurate representations to you. All the accounting records have been made available to you for the purpose of your assignment and all the transactions undertaken by the charity have been properly reflected and recorded in the accounting records. All other records and related information, including minutes of all trustee and management meetings, have been made available to you.

2 We confirm that the charity is eligible for an independent examination of its financial statements, and that there are no circumstances which we should draw to your attention which would invalidate this eligibility. We acknowledge that the work performed by you is substantially less in scope than an audit performed in accordance with International Standards on Auditing (UK).

3 We confirm that the accounting policies and estimation techniques adopted for the preparation of the financial statements are the most appropriate to the circumstances in which the charity operates.

4 All grants, donations and other incoming resources, the receipt of which is subject to specific terms or conditions, have been notified to you. There have been no breaches of terms or conditions during the period in the application of such incoming resources.

5 Other than those disclosed in the financial statements we are not aware of any material liabilities, provisions, contingent liabilities, contingent assets or contracted for capital commitments that need to be provided for or disclosed in the financial statements.

6 The charity has satisfactory title to all assets and there are no liens or encumbrances on the charity's assets except as disclosed in the notes to the financial statements.

7 Other than those disclosed in the financial statements, the charity has not entered into any transactions or has balances outstanding involving trustees, officers or other related parties, which require disclosure under the law or the financial reporting framework adopted, including the Charities SORP. If relevant, appropriate disclosure has been made of the control of the charity.

8 We acknowledge our responsibility for the design and implementation of internal controls to prevent and detect errors or fraud, and have disclosed to you the results of our assessment of the risk that the financial statements may be materially misstated as a result of fraud. We are unaware of any irregularities, including fraud and suspected fraud, involving management, employees or others who have significant roles in internal control, or those employed by the charity where the fraud could have a material effect on the financial statements. No allegations of such irregularities or breaches have come to our notice.

9 We are unaware of any breaches or possible breaches of statute, regulations, contracts, agreements or the charity's constitution which might result in the charity suffering significant penalties or other loss. No allegations of such irregularities or breaches have come to our notice. We confirm that the charity has had no non-routine communication with Charity Commission during or since the period of which you are unaware.

10 We have reviewed the affairs of the charity and confirm that no income is subject to income or capital gains tax. We have also reviewed the VAT treatment in relation to contractual services provided by the charity and confirm that VAT has been correctly accounted for

11 The financial statements have been prepared on the going concern basis as we believe that adequate cash resources will be available to cover the charity's requirements for working capital and capital expenditure for at least the next twelve months. We are not aware of any other factors which could put into jeopardy the charity's going concern status during or beyond this period.

12 There have been no events since the balance sheet date which necessitate revision of the figures included in the financial statements or inclusion of a note thereto. Should further material events occur, which may necessitate revision of the figures included in the financial statements or inclusion of a note thereto, we will advise you accordingly.

13 We confirm that the charity has adequate procedures in place to identify intangible income and all intangible income has been appropriately valued and included in the financial statements.

Yours faithfully

James Beazley

Signed on behalf of the board of trustees

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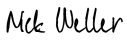
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