

Name of your organisation	<b>Rewriting Earth</b>
Date of TFN event which you pitched at	30/03/2023
Name of the project TFN funded	Accelerating Rewriting Earth
Were you able to undertake your project as you outlined in the application?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>The aim of the funding was to unlock our ambitious plans for 2023 and invest in developing the future pipeline of powerful collaborations and achieve greater impact.</p> <p>TFN's flexible support has been instrumental in driving our growth in impact, size and breadth of work in 2023. We reached over 12.5 million people, with 1.3 million engagements across Instagram, Reddit, TikTok, Facebook and Twitter.</p> <p>We worked with the Climate Emergency Collaboration Group and Project Everyone to dive into the world of international finance, pressuring the World Bank and IMF to increase their climate spending. We worked with the Arctic research vessel Barba.no, statistically our most engaged project ever. TFN support also gave us the capacity to bring on board the European Climate Fund where we kicked off a project to engage voters in the European elections on progressive farming policy - an exciting expansion into new geographies. Our networks grew with civil society partners like Avaaz and The Climate Coalition, with companies like Universal Studios and a wide range of talented creatives.</p> <p>Internally, we have been able to invest in continued growth and tripled our turn over. We have hired a part-time production and video assistant, which has allowed us to use resources to create professionally made short-form videos for our clients, as well as increase our capacity to react quickly to news stories and make fast, topical content.</p>
What portion of the project did TFN fund?	10%
How many direct beneficiaries did the TFN funded project reach?	0 (we put zero as we have included info in indirect beneficiaries instead)
How many indirect beneficiaries did the TFN funded project reach?	12.5 million reached through social media
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise and from whom?	CECG £40k, ECF £120k, Project Everyone £5k And in this year the support has enabled us to cultivate new opportunities which are bearing fruit such as Make My Money Matter (£30k), Project Everyone (£10k) and the Big Give (£21k)
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	No

How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding
Has the training you received from TFN better prepared you in pitching your organisation to potential funders?	Yes
Has TFN increased your capacity to raise further funds?	Yes
Can you tell us any personal stories to highlight the value of the project?	12 months ago we wouldn't have been able to rapidly produce content like this - <a href="https://www.instagram.com/p/C9C2xmWk_Y0/">https://www.instagram.com/p/C9C2xmWk_Y0/</a> or this <a href="https://www.instagram.com/reel/C0byTcHA8kM/">https://www.instagram.com/reel/C0byTcHA8kM/</a>
Since presenting at TFN, has your organisation undergone any other significant changes?	We changed our name from Rewriting Extinction to Rewriting Earth because some people were confusing us with Extinction Rebellion.
Do you have any other comments or feedback on the experience of the TFN process?	We are hugely grateful for the support of the TFN - the funding came at a critical time in our early days and has helped us significantly move up a gear. We know there's more for us to do but we're really proud of what we've achieved to date.