

Report to The Nineveh Charitable Trust August 2025

What we said we'd do

Last year in Summer 2024 we described to you how the work of Sussex Green Living had significantly increased in recent years, and that we were being pressed to do even more. Despite the commitment and dedication of the CEO and her team, it had become increasingly evident that, in order to respond to this demand, we needed to expand. We asked for your support to help grow our existing core team, just 2 employees working less than 1 FTE combined, yet delivering all these green living activities each year (along with the support of 120 amazing local volunteers!)



Children learning about nature in a hands on way and becoming inspired to protect our planet!

- Environmental Education Workshops in schools
- Outreach Events, engaging the public at fairs and festivals with our retrofitted 1974 milk float, sharing sustainability tips
- Recycling Programme, the 'Horsham Wombles' volunteers coordinate recycling drop-off points for hard-to-recycle items., twice weekly in 32 towns/villages in West Sussex
- Sussex Green Hub, our flagship monthly sustainability event featuring refills, repairs, recycling advice, and community networking, on last Saturday of month at United Reformed Church, Horsham
- Repair Cafés, volunteers repair textiles, mechanical, and electrical items to reduce waste and save money, mostly monthly, throughout Sussex
- Pollination Education Stations, purpose-built structures made from repurposed materials, a safe haven for pollinators to shelter, breed, and rest with educational plaques for the public
- Youth Eco Forum: Monthly meetups for 14-21-year-olds to engage in sustainability projects, expert talks, and volunteering

You agreed with our vision and awarded us £2,500 in July 2024. Thank you so much!

What we did

Your grant contributed to the growth of our small team at a crucial time. At the start of this period, the Communications Officer role (now Climate Action Engagement Officer role) was less than 14 hours per week. With your support and that of other likeminded funders, **we have been able to expand the role to 0.6 FTE (22.5 hours).**

Your award helped to unlock an additional £5,000 in funding from other funders too, helping us to become more sustainable in the long term. Thank you for understanding how important staff and core costs are for the organisations you support, especially in this current funding environment.

We did not secure enough funding to make the role Full Time as hoped but the increase in capacity and extension of this role into 2025-2026 has been an amazing boost.

Support for this role not only underpinned all our green living activities in 2024-2025, as listed above, but helped us forge even further ahead in our mission too!

Our impact thanks to your support

As a result of all the activities above, we were able to engage around **6,000 people** directly through our activities and to reach a further **300,000 people** through our communications, both online and in print.

Overall, this means that people in Sussex have improved knowledge of how to reduce their environmental impact, and they are taking action too:

*‘As a family we had previously tried various green initiatives which had petered out after a while, but **I was really impressed by SGL, making me realise that one person can make a difference, even to a situation as critical as climate change.** I started a green committee where I work, and it switched to clean energy! This ripple effect shows what impact one person can have.’* SGL supporter, 2024

Some notable SGL outcomes in past year include:

- 3,508 kg of single-use plastics were recycled across Sussex (equivalent to 225,000 plastic bottles)
- 1,060 plastic bottles refilled
- 646 Tetrapaks avoided through our refill services and oat/milk powder sales
- 323 items were repaired at the Horsham Repair Café, saved from landfill
- Over 3,000 children and young people inspired to know and care for the environment through 28 in-school and college education days
- Uncountable bees, butterflies and other insects protected through 18 Pollination Education Stations which we installed in schools and in communities

Impact upon SGL, becoming stronger and more sustainable

We changed the role from a Communications Officer to a Climate Action Engagement Officer, when the person in the role decided to move on. With this change to the job description and person specification, **we recruited someone with more specific climate change communications experience.** This will strengthen our messaging and improve our calls to action, in line with our strategy.

Importantly, with this growth, the knock on effect is that **our CEO now has more capacity** to focus on building the profile and resilience of our small charity, ensuring we are sustainable and impactful.

Example 1 Increased capacity was key in us being able to build up our 'Green Business Network' launched in late 2023 to engage businesses, improve their environmental

practices, and encourage employees to take action in the workplace and at home. These relationships also helped SGL to secure financial support via sponsorship and grants. As a result, **we gained the support of 11 businesses in 2024 compared to 7 the year prior.**

Example 2 The Climate Action Engagement Officer role focused on creating more engaging content about the environment, sustainability, and SGL, which increased our Facebook reach by 95% from 35,800 to 70,000. **Our messages now reach nearly twice as many people as the year prior!** This matters: it builds awareness and recognition of SGL, encourages engagement e.g. attending events or recycling etc., and builds a thriving community that supports each other.

Example 3 Excitingly, with the capacity and energy to try new things, we launched our first 'Plant to Plate Festival' on 26th April 2025, a vibrant celebration of sustainable living, delicious food, and community spirit! We devised this event with the aim to reach families with young children in particular, via a focus on nutritious food for the family, and free kids activities. We want to reach new people and with the help of our Climate Action Engagement Officer, we will be able to signpost them to all our other services e.g. repair cafes, recycling, volunteering etc. **We had 836 visitors on the day, and 1,200 new followers of our work online!** We can now contact these people to commit to our 9 Pledges, 'simple, practical ways to take better care of the planet'. We anticipate this becoming an annual event, as a key driver towards our services.



Creating a buzz, getting out and about in Sussex to share our knowledge and passion for protecting our planet.

What is next? It is essential that we act now to mitigate the effects of climate change and preserve the planet for future generations. And so, at SGL our urgent goal is that by 2030 we will have demonstrated how the imagination, creativity, and collective vision within a community can lead to thriving "eco-towns" and be an example of radical regenerative action to inspire the world. To achieve this goal, **we rely on people power.**

That is why **funding for our two employees remains our highest and most urgent funding priority** and we continue to seek funding for 2025-2026.

Thank you once again to the Trustees of The Nineveh Charitable Trust for your support. It is only by working together with our funders and supporters that we can continue to reach and inspire more people across Sussex to live, work and play green!

Sussex Green Living is a charity registered in England & Wales: 1189569

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