

CLIMATE ACTION!

Invest in Renewables

No new oil & gas

# COMMUNITIES FOR THE CLIMATE

## Hope for the Future's Strategic Plan

2025-2027



Listen to communities

Loss + = JUSTICE

Produce



car-free borough

Sustainable drainage





# LETTER FROM LAURA, CEO

Dear Friends,

I am honoured to introduce Hope for the Future's Strategic Plan for 2025-2027. There has never been a more important time for the UK to take bold action for climate change and nature. Climate change and biodiversity loss are urgent, defining challenges of our time, and with the UK's legally binding commitments for 2030 fast approaching, the time for meaningful action is now. The strategy we present today comes not only from a place of hope, but from the pressing need to act swiftly and decisively.

**THIS STRATEGY REPRESENTS THE HEART AND SOUL OF HOPE FOR THE FUTURE. RUNNING THROUGH THE VEINS OF THIS STRATEGY IS THE POWER OF THE ORDINARY PERSON TO MAKE REAL CHANGE FOR THE FUTURE OF PEOPLE, PLANET AND NATURE.**

Since we began our work in 2013, we've been committed to helping communities connect with policy makers. Our goal is to empower people to speak up and get involved in decisions that affect them, ensuring that climate and nature policies reflect the needs and voices of those who are most impacted. Our work has always been community-centred, and in the last ten years, we've supported over 6,000 people with hands-on training and support, and reached over 650 politicians.

This strategy reinforces our commitment to supporting communities as leaders in tackling the climate and nature crises, which transcend many areas of life, from housing and health to transport and food supplies. We will focus on amplifying voices that are often overlooked, helping communities get their politicians to take action, and highlighting the issues that matter most to people across the UK. Our goal is to ensure that solutions to climate and nature challenges are democratic, fair and involve everyone.

As we look to the future, we know that our journey will require resilience, adaptability, and a flexible approach that responds to the external context. Together, we can forge a fairer, healthier, and more sustainable world. Thank you for joining us on this journey towards a future where **everyone's voice is heard**.

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## DEVELOPING THIS STRATEGY

Our new strategy is the result of more than 10 years of working with communities and connecting them with politicians—a journey of learning, testing ideas, and adapting along the way.

To create this strategy, we gathered input from a wide variety of people, including community representatives, partners, and stakeholders, some who are familiar with our work and some new to it. Through a series of focused discussions, nearly 50 people shared their thoughts, helping us shape an approach that truly reflects the needs of people across the UK. To show our appreciation for their time and contributions, we made sure to compensate participants for their involvement.

We tried to understand starting points, so we can better meet communities **where they are**. For example, we asked people how they feel about the political system in the UK, (summarised in the word cloud below). Meeting communities where they are is vital to our work, so we have developed this strategy with these starting points in mind.



# WHAT WE STAND FOR



Hope for the Future bridges the gap between communities and policymakers to catalyse vital policy change for people, the climate and nature, and create a fair, inclusive and healthy world for all.



## WE BELIEVE

that the voices of communities must be central to the political decisions that impact their lives, environment, and futures.



## OUR VISION

a future where communities and politicians collaborate effectively to ensure a fairer world where people, the planet, and nature can thrive.



## OUR PURPOSE

is to provide communities with the education and support they need to engage constructively with their politicians—such as MPs, MSPs, and local Councillors, translating their experiences and ideas into tangible policy action.

## WE CREATE HOPE FOR THE FUTURE BY:

- Demystifying politics and climate and nature related policies
- Capacity building and championing communities to advocate for the climate
- Amplifying the voices of underrepresented groups
- Helping citizens secure impactful commitments from their elected representatives
- Ensuring the climate and nature crises is a political priority so the UK is better able to meet our net zero commitments and demonstrate global leadership.

# WHERE WE STARTED

We started our work in 2013 in Yorkshire, leading up to the 2015 general election, in response to a growing need for people to have the support and resources to engage with their elected representatives—especially on the complex issue of climate change. It soon became clear that while many resources are dedicated to launching climate campaigns, there was little support available to make sure these campaigns are community-focused and truly effective in driving policy changes.

That's why, in 2017, we became a charity with the mission to help people have a say in climate and nature policies. We work to make sure their voices are at the heart of decisions that affect their lives, their environment, and their future.

# WHY WE'RE NEEDED

The climate and nature crises are the most urgent challenges we face today. By addressing these challenges, we also help communities secure responses to other important issues, like housing and healthcare. But time is running out and the UK is currently off track to meet its 2030 climate and nature commitments. We now face the final few years of the critical time window for setting the trajectory of the future.

The UK government has a unique opportunity to be a world leader in tackling climate change by reaching—or even surpassing—its 2030 climate targets. Bold action is needed and success will depend on collaboration with communities across the UK, making sure that democracy is accessible to everyone so that climate and nature solutions work for all.

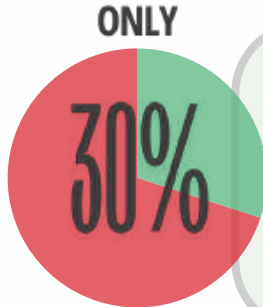


USE YOUR  
voice  
FOR CHANGE



## THE CHALLENGES WE'RE ADDRESSING

Climate campaigning can be a fractured, confrontational space leading to constituents and their politicians reporting conversation breakdown and adversarial approaches to communication. This can be a barrier to vital action for climate and nature taking place.



ONLY 30% of meetings between politicians and constituents lead to political commitments. This means it is vital that communities receive more support preparing to engage constructively with their local politicians, so that the actions are scaled up, are bold and ambitious, and reflect the needs of all communities.

# OUR IMPACT TO DATE

Over 10 years, growing across the UK in response to need and demand, we have:

## EMPOWERED COMMUNITIES



engaged and trained individuals, empowered to communicate their concerns and requests to their elected representatives confidently.

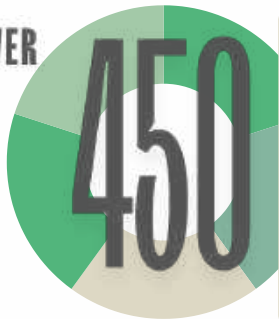
# 96%

of our trainees reported their intention to engage with their politicians using our approach after training.

## CAPACITY BUILT CLIMATE ADVOCACY:



WE'VE HELPED OVER



organisations strengthen their campaigns with advocacy training and support. This includes projects like improving transport for older people in rural areas, raising awareness about air pollution with parents and refugees, providing energy solutions for people facing financial challenges, and supporting community efforts to protect biodiversity, among others.

leading to

- **BILLS PASSING THROUGH PARLIAMENT AND BECOMING LAW**
- **CLIMATE CHANGE AND NATURE BEING TALKED ABOUT MORE FREQUENTLY IN PARLIAMENT**
- **GOVERNMENT FUNDING FOR LOCAL PROJECTS** AND SO MUCH MORE

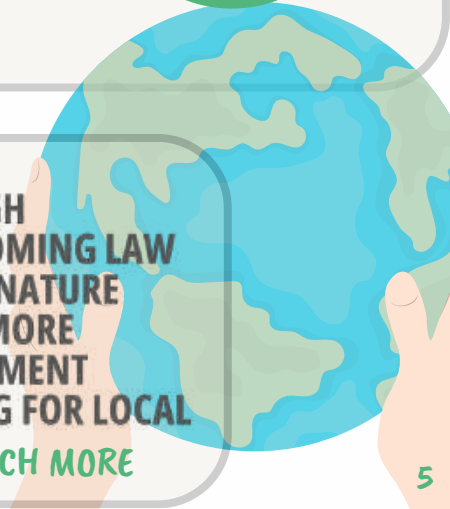
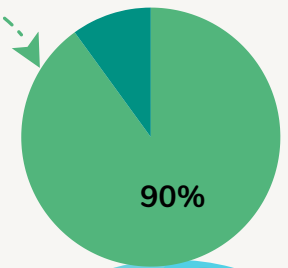
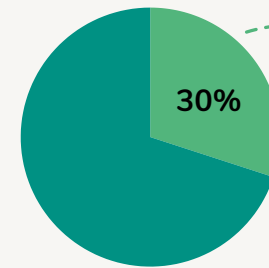
## SHAPED LOCAL AND NATIONAL POLICY

# 730+

POLITICIANS

reached through our work, enabling them to work more effectively with their constituents to adopt more impactful and equitable climate policies and practices.

OUR RELATIONSHIP BUILDING APPROACH TRIPLES THE SUCCESS COMPARED TO THE NATIONAL AVERAGE OF SECURING A POLITICAL COMMITMENT FROM A POLITICIAN



# OUR 2025-27 STRATEGY IN A NUTSHELL

Our strategy is comprised of two overarching Strategic Objectives and five goals that sit beneath them to guide our work.



## STRATEGIC OBJECTIVE COMMUNITIES AT THE FOREFRONT OF CHANGE

# 1

To position communities at the heart of climate and nature policy in alignment with the UK's 2030 commitments



## STRATEGIC OBJECTIVE A STRONG AND RESILIENT CHARITY

# 2

To strengthen and maintain the resilience of the charity, so that our work is sustainable, grows its impact and creates lasting change for people, the climate and nature

## OUR GOALS



**1** To strengthen the ability of underrepresented groups and those most affected by the climate and nature crises to have a stronger voice in the democratic process and connect with their politicians



**2** To ensure climate and nature campaigns at all scales are more effective as a result of enhanced collaboration, democratic engagement tools and skill sharing



**3** To actively mobilise communities with a flexible approach, allowing us to respond rapidly and strategically to external changes in policy and practice. This enables us to make a meaningful impact for communities and organisations striving to influence climate and nature policy



**4** To conduct research and foster learning to strengthen our work and enhance climate and nature campaigning at both grassroots and organisational levels



**5** To ensure Hope for the Future is a financially sustainable charity with a diverse income model

# COMMUNITIES AT THE FOREFRONT OF CHANGE

We are committed to supporting communities in securing commitments from their politicians, which in turn drives tangible policy progress.

## THE CONTEXT

Communities are the experts in their own lives, their own experiences and their local areas. Research demonstrates that:

69%

of UK citizens believe it is important to feel they can influence decisions in their local area (Local Government Association, 2022).

87%

of people in the UK think the government should do more to tackle climate change.

BUT

only 15% of people contact their politicians each year, on any subject, not just climate change and nature (ONS, 2023).

15%

## OUR APPROACH

In the UK, we choose representatives from our communities through different political systems. However, there is often a disconnect between local communities and their politicians. For example, 7 out of 10 councillors have reported experiencing abuse or intimidation while doing their jobs (Local Government Association, 2022). More generally, public trust of politicians is at an all time low (CIP, 2024) and a survey of MPs in 2022 revealed that 1 in 3 had experienced some form of conflict at work including verbal abuse and humiliation from the public (CIP, 2022).

Our approach seeks to narrow this disconnect, and crucially, is rooted in the need for change. The Hope for the Future model holds fast to what research and real-life experience teach: that most of us, politicians included, change our perspectives through collaborative conversations in which people's different starting points are valued.

By ensuring community needs are the starting point for all the support we offer, each training workshop, event or resource will be truly tailored to the audience. By making democratic processes more inclusive, especially for those who have never before engaged, we aim to increase community collaboration and engagement with politicians, build more inclusive democratic processes, and ensure that we have more ambitious policy change for climate and nature that make a real difference in people's lives.

# COMMUNITIES AT THE FOREFRONT OF CHANGE



## GOAL 1



We strengthen the ability of underrepresented groups and those hardest hit by climate and nature crises to engage with the democratic process and their elected representatives

### OUR WORK WITH UNDERREPRESENTED COMMUNITIES

Some communities are affected more by climate change but have less influence in decision-making. To address this, we will ensure that an increasing percentage of the communities we support come from these groups so that their vital viewpoints are being heard. Working closely with partner organisations, we will help these communities collaborate with their politicians to drive the changes they want to see. By adapting our training and support services to suit unique and varying needs, we can ensure more communities feel confident and equipped to engage in democratic processes.



### OUR DEFINITION OF UNDERREPRESENTED COMMUNITIES

We recognise that we cannot invest equally in supporting all underrepresented groups, so for the next 3 years of this strategy period, we will prioritise support for:



Young people (under the age of 25) and their parents and caregivers



Communities living in areas most at risk from climate change, like those affected by coastal erosion or flooding



Low-income communities facing tough choices, such as deciding between heating their homes or buying food



Diaspora communities in the UK who moved here, in whole or in part, due to climate change in their home country



Communities losing jobs or opportunities because of changes in climate-related policies, such as farmers or workers in the fossil fuel industry



Disabled people, who are expected to be hit hardest by climate change, but whose ideas and input are essential to make sure the disabled community is included in climate action and policy decisions

We recognise there is crossover between these communities. To identify these groups we have drawn on our ten years of experience, the experience of our partners who work closely with these groups, and research from many sources, such as [NPC \(2023-2024\)](#).

## COMMUNITIES AT THE FOREFRONT OF CHANGE



GOAL 2



Climate and nature campaigns at all scales are more effective as a result of enhanced collaboration, democratic engagement tools and skills

GOAL 3



Our timely and strategic support helps us respond effectively to changes in policy and politics, so we can make a real difference for communities and organisations working to influence climate and nature policy

### RESOURCING THE CLIMATE AND NATURE SECTOR, AND BEYOND

To achieve our goals, it's crucial that we focus on mobilising communities and organisations that are ready to act quickly when opportunities for meaningful policy change arise. By offering timely and strategic information and support, we can help ensure that important legislation and policy changes are successfully passed.

Working together with a range of partner organisations can help speed up this process. We know our approach works best when it's combined with the infrastructure, expertise, and networks of other organisations. As a small charity, it's important for us to make the most of our existing networks, whether through grassroots groups, larger charities, faith communities, or other civil society organisations.

Across the UK, many communities are already finding local solutions to environmental challenges. At the same time, partner organisations like charities, think tanks, networks, and local groups are also working on solutions to some of the biggest issues we face. Some organisations focus on influencing decision-makers directly through lobbying and consultations, while grassroots communities lead advocacy from the ground up. We see our role as connecting these two approaches.

By acting as a bridge, we can make sure that the voices of grassroots communities are heard in places like the halls of Westminster or the council chambers, while also helping insider organisations better understand and support the community-led advocacy that is essential for lasting change.

Hope for the Future has limited resources, so we want to make sure we use them in the best possible way. By carefully assessing and prioritising, we will focus our support where it can have the most transformational impact for the climate and nature. Whenever we can, we will help connect the people and communities we support to broader networks, knowing that working together as a group can create much greater impact than working alone.

### OUR CAMPAIGN SUPPORT IN ACTION

**IN OCTOBER 2024, ROZ SAVAGE MP SELECTED THE CLIMATE AND NATURE BILL AS HER PRIVATE MEMBERS BILL BALLOT CHOICE**



**ONE OF ROZ'S BIG REASONS FOR BACKING THE BILL WAS HOW MANY CONSTITUENTS SHE HEARD FROM ASKING HER TO CHOOSE THE CLIMATE AND NATURE BILL**

**WE TRAINED AND SUPPORTED MANY OF THOSE CONSTITUENTS ALONGSIDE OUR PARTNER, ZERO HOUR**



**“I now know how to prepare to engage with an MP and build a working relationship with them, and with Hope for the Future's resources, I will be able to train others to do likewise. Thank you, HFTF!”**

Zero Hour Campaigner



# COMMUNITIES AT THE FOREFRONT OF CHANGE

## SOME WAYS WE WILL ACHIEVE STRATEGIC OBJECTIVE 1:

### FOCUS ON UNDERREPRESENTED COMMUNITIES



Build partnerships with a wider range of communities and organisations to encourage more political involvement from those most affected by climate change and who have less representation in politics.

### BRIDGE THE GAP BETWEEN CLIMATE CHANGE AND RELATED ISSUES AFFECTING PEOPLE DAY TO DAY



Develop strategies to connect with communities dealing with everyday challenges, like high living costs and health problems, and help them speak up for policies that improve their quality of life while also tackling climate change.

### DEMYSTIFY POLITICS AND CLIMATE POLICY



Keep improving our training and tools to make political engagement and climate policy easier to understand for communities, making sure our support is tailored to their needs and knowledge levels.

### EXPAND TRAIN-THE-TRAINER PROGRAMMES



Grow and improve our "train the trainer" model by helping community ambassadors develop new skills. This will allow us to reach more people and ensure that more diverse individuals can benefit from our training and support.

### SUPPORT CLIMATE ASSEMBLIES AND JURIES



Actively build upon our work with Climate Assemblies and Juries, to support these communities with the tools and skills they need to effectively communicate their recommendations with their politicians.

### SUPPORT OUR NETWORK AND BUILD CAPACITY



Build the ability of communities to engage with their politicians by providing customised training and creating connections between different networks to have a bigger, collective impact.

# COMMUNITIES AT THE FOREFRONT OF CHANGE

## TOOLS FOR ACHIEVING STRATEGIC OBJECTIVE 1:

### STRATEGIC RESEARCH AND INFORMATION SHARING



Provide timely, well-researched information to help communities take advantage of opportunities that increase the likelihood of policy change.



### COLLABORATE WITH PARTNER ORGANISATIONS



Strengthen partnerships with organisations whose goals align with our own, seeking common ground and finding ways to complement and enhance the work others are doing to tackle the climate and nature crisis.



### DEVELOP AN ACCESSIBLE SYSTEM THAT CONNECTS GRASSROOTS ADVOCACY TO INSIDER TRACK WORK TAKING PLACE WITHIN PARLIAMENT

Establish a first of a kind platform with communication channels and tools that allow grassroots campaigners to directly contribute to insider track lobbying and vice versa, ensuring their voices are heard at key stages of influencing and policy development.



### ENSURE WE ARE CONSISTENTLY POISED TO BE THE MOST REACTIVE AND EFFECTIVE DEMOCRATIC ENGAGEMENT RESOURCE FOR COMMUNITIES AND OUR PARTNERS

We'll stay informed and up to date by meeting regularly with our partners in the sector. We'll also make time to keep up with political updates and plan ahead for key moments in politics and policy throughout the year and the strategy period.



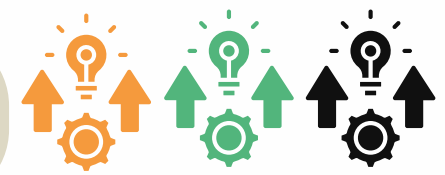
### DEVELOP AN INTERNAL FRAMEWORK FOR ASSESSING WHERE WE CAN HAVE MOST IMPACT



Implement a robust system to strategically identify priority areas where our efforts will yield the greatest outcomes, allowing us to focus on high-impact opportunities and ensure resources are efficiently allocated.



# A STRONG AND RESILIENT CHARITY



## GOAL 4



Our research and learning informs and strengthens our work and wider climate and nature campaigning at both the grassroots and organisational levels

### WHY RESEARCH IS VITAL TO OUR WORK

At Hope for the Future, we understand that communities will always be the experts in their own stories and experiences. We seek to complement these experiences and their expertise by ensuring our educational and support opportunities are grounded in the most recent innovation and research. We have always been the only organisation solely offering training and support in climate democracy, and we will continue to lead the way by continually evolving.

We take a flexible, research-driven approach to everything we do, constantly adapting our methods based on what we learn from evidence, feedback from communities, and our commitment to being inclusive, empathetic, and innovative. Our goal is to help diverse communities across the UK have a stronger voice in shaping policy. We believe in the power of curiosity and always try to bring new ideas, evidence and learning into our work.

To support the aims of Strategic Objective 1, our research into working with different audiences enables us to be truly adaptable to the context in which our training is to be given.

We're not afraid to try new ideas, as long as they align with our values of hopefulness, fairness, empathy, inclusivity, and working together. We will continue to seek feedback to help us improve our ways of working to make a real difference.

### SOME WAYS IN WHICH WE'LL ACHIEVE GOAL 4:

#### CONDUCT REGULAR RESEARCH

Carry out annual research to test and refine our approach, incorporating insights from political theory, psychology, and environmental science to stay at the forefront of democratic engagement.



#### COLLABORATE WITH EXPERT PARTNERS

Work closely with partner organisations to adapt our support for underrepresented communities based on their expertise and audience needs.



#### ENHANCE CONTINUOUS LEARNING

Strengthen our ongoing learning cycle to ensure our work is always evolving, with a focus on increasing accessibility, relevance, and impact.



#### SHARE KEY INSIGHTS

Actively share our learnings with partners and networks to promote better practices and enhance collective knowledge.

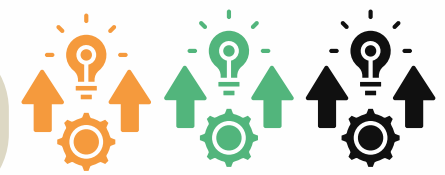


#### INNOVATE FOR STRONGER COMMUNITY-REPRESENTATIVE CONNECTIONS

Regularly review our support with communities to identify areas for improvement and proactively share our insights to advance best practices across the sector.



# A STRONG AND RESILIENT CHARITY

**GOAL  
5**

Hope for the Future is a financially sustainable charity with a diverse income model

To achieve the goals outlined in this strategy, we're committed to securing long-term sustainability of our charity through a diversified funding model, strengthened impact measurement, and continuous investment in our passionate team.

Hope for the Future plays a crucial role in creating a healthier, more just and sustainable future, with communities and politicians collaborating constructively together at its heart. To achieve this, we are always looking for ways to improve our processes and systems so that we can keep growing and making a difference in the years to come.

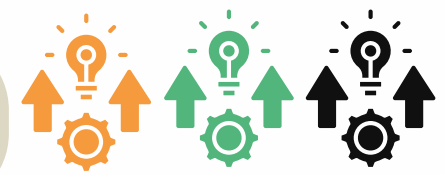
A key part of our long-term sustainability is our funding model. Over the past five years, we've explored different ways to boost our income from offering our training and support as services to paying partners. We'll work on growing these income streams to rely less on trusts and foundations, helping to make our funding more diverse and secure.

The UK giving report shows that people's trust in charities directly impacts the support they receive (Charities Aid Foundation, 2024). Because of this, we will focus on improving how we measure and share our impact, making sure everyone who supports us can feel confident in the difference their contribution is making.

We know that building trust in the power of our work starts with investing in our team. We are fortunate to have a dedicated group of staff and volunteers who are deeply committed to creating systemic change for the climate and nature crises. We believe it's important to support their growth by offering opportunities to develop new skills and knowledge that will help them improve in their roles. The stronger our team is, the stronger and more resilient our organisation will be.



# A STRONG AND RESILIENT CHARITY



GOAL  
5



Hope for the Future is a financially sustainable charity with a diverse income model

## SOME WAYS IN WHICH WE'LL ACHIEVE GOAL 5:

### IMPROVE OUR MONITORING FRAMEWORK

Enhance our ability to capture both quantitative and qualitative data, ensuring that we track not only the reach of our work but also the depth of engagement and the tangible outcomes we help achieve.



### DEVELOP IMPROVED WAYS TO MEASURE IMPACT

Build better methods to assess the effect our work has on policy changes, political outcomes, and democratic participation, ensuring that we can demonstrate the long-term value of our efforts.



### COMMUNICATE OUR WORK MORE EFFECTIVELY

Experiment with different communication strategies to increase public awareness and engagement, helping more people understand the importance of our work and why it matters.



### DEVELOP PARTNERSHIPS WITH A WIDER RANGE OF COMMUNITIES

Strengthen collaborations with a broader spectrum of communities and organisations, demonstrating the co-benefits of working together on climate and nature challenges.



### INVEST IN OUR TEAM

Provide ongoing training and development for our staff and volunteers, equipping them with the skills and knowledge needed to increase their effectiveness and contribute to the organisation's success.



### INCREASE INCOME FROM PAID PARTNERSHIPS

Expand our revenue from paid partnership work to help fund activities with communities that cannot afford to pay for them, ensuring our work remains accessible to all.



### DIVERSIFY FUNDING SOURCES

Apply for funding from a wider variety of sources, particularly for projects supporting diverse communities and policymakers, showcasing how climate and nature solutions can drive reforms across multiple policy areas.



### AIM FOR CARBON NEUTRAL BEFORE THE END OF THIS STRATEGY PERIOD

We will invest further in measuring our carbon footprint and demonstrate our organisational commitment to the UK achieving net zero, by working towards our own operations being carbon neutral

0%

# HOPE FOR THE FUTURE



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Hope for the Future

