



## Membership Report

### Q1 2025

It's safe to say that it was a whirlwind of a start to 2025 on the world stage, with times feeling as turbulent as ever. Yet in spite of the widespread uncertainty, the unfaltering support of our members means we can resolutely continue our mission to protect and restore nature. Thank you for putting your trust in us and backing our projects!

This quarterly report provides you with an overview of our collective fundraising and how we arrive at these figures. To see what kind of expenses we had in Q1 2025, all the details are reported in the [Transparency Dashboard](#).

This report will go into detail on the calculations of our monthly rewilding budget and how much of your money goes to its intended purpose. However, if you simply want the top-level overview, below is our total funds raised minus fees, which is shown in each currency along the lefthand side and the adjusted amount in GBP in the centre:



# Detailed Report

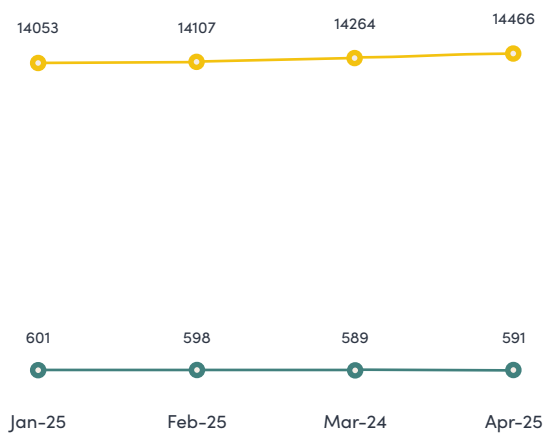
## Members & Fundraising

We began 2025 with 14,654 members and ended Q1 with 15,057 members, a 2.75% increase in membership size.

This equates to a total of £465,294.91 raised by our members in Q1 2025, which is an increase of 18% compared to the same period in 2024.

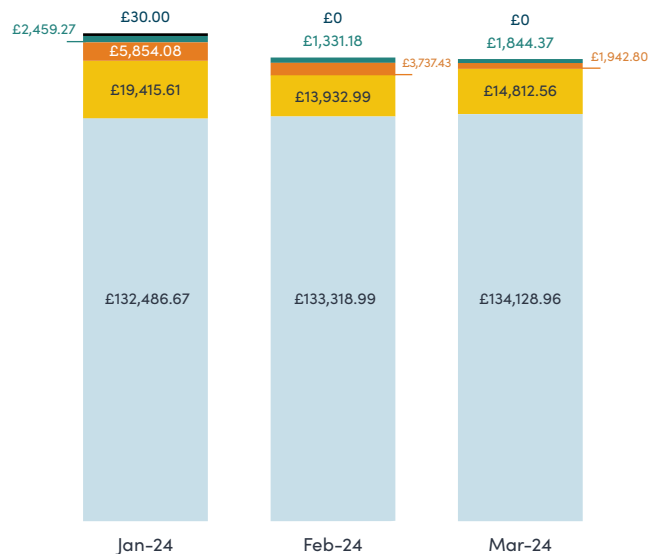
Thank you to everyone who chose specific projects to contribute [extra funds](#) towards in Q1. You helped raise an additional £11,534.31 towards our projects! We extend this thanks to those of you who purchased our gift membership also, which totalled to £5,634.82 of extra fundraising.

### Mossy Earth Members



Individual Memberships Business Memberships

### Fundraising



Monthly Yearly Gifts Extras Profile contributions

# Calculating our monthly impact budget

We calculate our monthly impact budget based on the amount of funds we have assigned to each month. This is not as straightforward as one might think as we need to consider the dynamics of yearly membership gifts, funds raised for extra contributions, transaction costs and yearly memberships.

The usable funds are calculated monthly using the following formula but for this report the values presented are for the whole quarter.

## Starting funds for this quarter

£465,294.91

The total amount raised this quarter (including monthly contributions, yearly sign ups, extra contributions from our Fund Extra campaigns as well as gifted memberships)

## The final usable revenue for Q1 2025

£437,839.70

### CALCULATIONS FROM THE STARTING FUNDS TO FINAL USABLE REVENUE:

#### - PROCESSING FEES & REFUNDS

£23,394.33

This is removed as it is the 4.77% fee PayPal and Stripe charges us.

#### - YEARLY MEMBERSHIPS

£48,161.16

The red box represents the funds raised through new Yearly Memberships in Q1. This total is removed because these funds are spread over 12 months. The green box shows the total of Yearly Membership that are active in Q1 and therefore are added into the pot for the main usable revenue for Q1.

#### + ACTIVE YEARLY MEMBERSHIPS

£52,650.93

#### - EXTRA CONTRIBUTIONS

£11,534.31

These are removed because they are treated separately as they are not part of the membership contributions. The reasoning is that only some people made these contributions, and we want all members to reach 80% impact.

#### - NEW GIFTS PURCHASED

£5,634.82

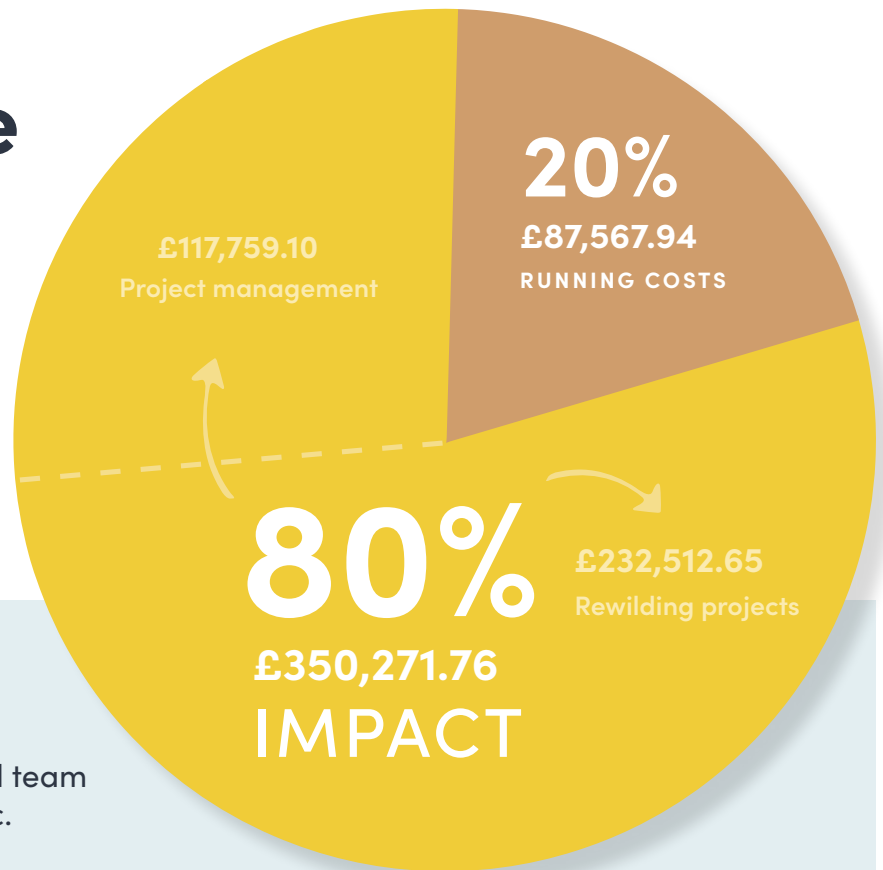
These are newly purchased gifts which are not active until redeemed and thus removed from the total. We do this so you know what projects you support each month. Unredeemed gifts will be used as well after a set expiry date.

#### + ACTIVE YEARLY GIFT MEMBERSHIPS

£8,618.48

The sum of Yearly Gift Memberships that were active at any point during this quarter. The total contribution of each gift membership is split by 12 as we do with the yearly memberships.

# Final usable revenue



## 20% RUNNING COSTS

Such as non-project related team salaries, website hosting etc.

## 80% IMPACT - £350,271.76

The total will be used for impact in the following way:

£232,512.65

For rewilding projects

Also includes costs such as project-specific staff salaries and project travel expenses.

£117,759.10

To project management costs

Such as biologist salaries and the percentage of co-founders' salaries that are allocated to project management.

## What of the £353,520.46 to impact we mentioned at the start of this document?

The difference between this number and the final one above (£353,520.46 and £350,271.76), £3,248.70 will also go to impact but will be spread over the next 9-12 months as it corresponds to Yearly Memberships and Yearly Gift Memberships.



# Appendix

## SOME DEFINITIONS

### **Yearly Memberships**

When you pay for a Yearly Membership, we spread your contribution over the next 12 months. This ensures your funds will be spent on the wide variety of projects active in the 12 months and not just the one project when you joined and as an added benefit, it provides us with some cash flexibility to react should project costs shift unexpectedly.

Revenue from Past Yearly Memberships assigned to be spent in Q1 2025 was £52,650.93. This includes revenue from past active yearly memberships as well as 1/12th of the new yearly memberships that were redeemed during Q1.

### **Extra contributions**

These funds are also allocated by 80% going towards impact and 20% towards running costs. The 80% is to be spent exclusively on the selected project.

### **Processing fees**

Before we receive your funds, PayPal or Stripe will take a portion of the funds. In Q1 2025 processing fees were 4.77%.