



## Membership Report

### Q2 2025

In Q2, we continued to receive the solid backing of our community. With this support, we can create sustained impact, especially vital where we have boots on the ground. In Portugal, Indonesia, Scotland and Ecuador, you're helping us develop cost effective, targeted approaches to rewild oceans, forests, and freshwater ecosystems for lasting impact. That's not to mention the wide range of partnership projects that you also support across a diversity of other vital ecosystems and habitats. Thanks a million!

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 Q2 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. The amounts raised in EUR, GBP and USD are shown on the left side. In the centre, these amounts are converted to show the total raised in GBP.

+3.41%



514

**MORE MEMBERS ARE PART  
OF OUR COMMUNITY**

£ 133,663.19  
€ 247,973.12  
\$ 157,982.68



£461,537.60

**WAS RAISED FROM  
OUR MEMBERS**

£ 106,930.55  
€ 198,378.50  
\$ 126,386.14



80%  
£369,230.08

**IS BEING USED TO FUND  
OUR REWILDING EFFORTS**

£ 26,732.64  
€ 49,594.62  
\$ 31,596.54



20%  
£92,307.52

**IS BEING USED TO COVER  
MOSSY EARTH'S RUNNING COSTS**

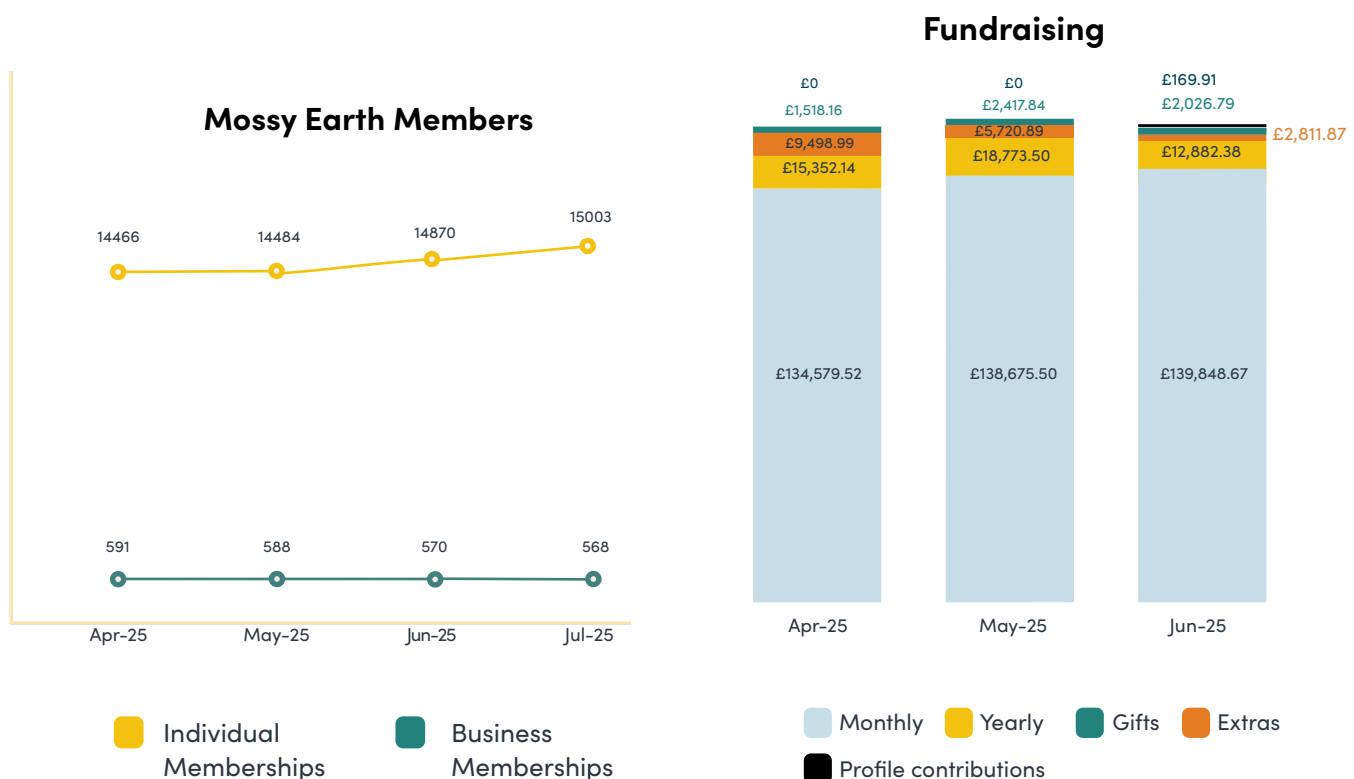
# Detailed Report

## Members & Fundraising

The size of our community grew from 15,057 members at the start of April to 15,571 members by the end of June 2025, an increase of 3.41%.

Thanks to all this support, we were able to raise a total of £484,276.16 from membership funding. This is a 14% increase from the same period in 2024.

Besides membership funding, your extra support for specific projects brought in an additional £19,486.59 of funds. The most popular Fund Extra campaigns this quarter were our coral restoration and Iceland reforestation projects. A massive thanks to everyone who contributed, and to those of you who purchased gifts and asked others to support your personal impact through the Profile Contribution feature!



# 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

£484,276.16

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 Q2 2025

£452,558.81

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

#### - PROCESSING FEES & REFUNDS

£22,738.56

This is removed as it is the 4.57% fee PayPal and Stripe charges us.

#### - YEARLY MEMBERSHIPS

£47,008.02

The red box represents the funds raised through new Yearly Memberships in Q2. 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 Q2 and therefore are added into the pot for the main usable revenue for Q2.

#### + ACTIVE YEARLY MEMBERSHIPS

£54,136.76

#### - EXTRA CONTRIBUTIONS

£18,031.75

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

£5,962.76

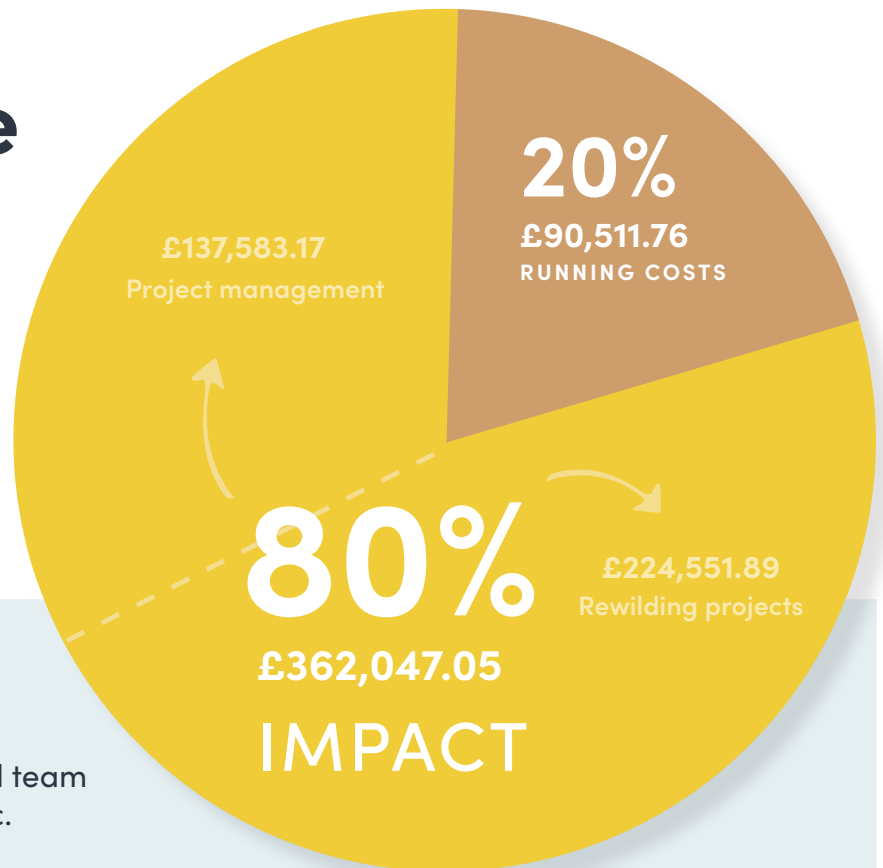
These are newly purchased gifts which are not active until redeemed and thus removed from the total. We do this so you know what projects you support each month. Unredeemed gifts will be used as well after a set expiry date.

#### + ACTIVE YEARLY GIFT MEMBERSHIPS

£7,887.01

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 - £362,047.05

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

£224,511.89

For rewilding projects

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

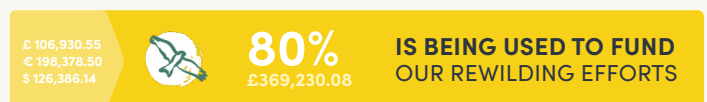
£137,583.17

To project management costs

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

## What of the £369,230.08 to impact we mentioned at the start of this document?

The difference between this number and the final one above (£369,230.08 and £362,047.05), £7,183.03 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 Q2 2025 was £54,136.76. This includes revenue from past active yearly memberships as well as 1/12th of the new yearly memberships that were redeemed during Q2.

### 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 Q2 2025 processing fees were 4.57%. If you'd like to help us reduce these fees, consider switching away from PayPal, ideally to direct debit. To make the switch, head to your [account](#).