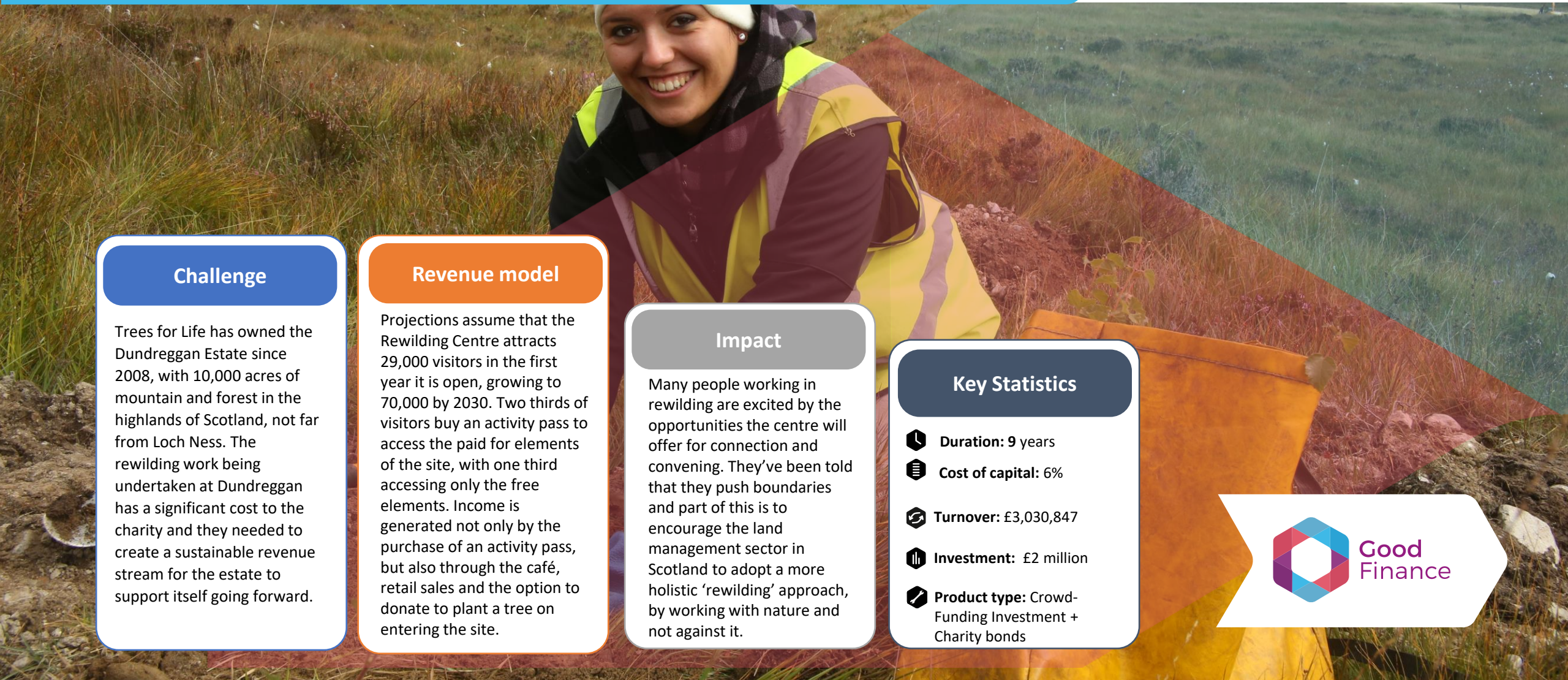




Trees For Life

<https://treesforlife.org.uk/>



Challenge

Trees for Life has owned the Dundreggan Estate since 2008, with 10,000 acres of mountain and forest in the highlands of Scotland, not far from Loch Ness. The rewilding work being undertaken at Dundreggan has a significant cost to the charity and they needed to create a sustainable revenue stream for the estate to support itself going forward.






Revenue model

Projections assume that the Rewilding Centre attracts 29,000 visitors in the first year it is open, growing to 70,000 by 2030. Two thirds of visitors buy an activity pass to access the paid for elements of the site, with one third accessing only the free elements. Income is generated not only by the purchase of an activity pass, but also through the café, retail sales and the option to donate to plant a tree on entering the site.

Impact

Many people working in rewilding are excited by the opportunities the centre will offer for connection and convening. They've been told that they push boundaries and part of this is to encourage the land management sector in Scotland to adopt a more holistic 'rewilding' approach, by working with nature and not against it.

Key Statistics

-  **Duration:** 9 years
-  **Cost of capital:** 6%
-  **Turnover:** £3,030,847
-  **Investment:** £2 million
-  **Product type:** Crowd-Funding Investment + Charity bonds

