Global Rewilding Initiative

7 Bay View, Findhorn, Forres, UK, IV36 3YX
Scottish Charity Number: SC045990

29/10/2026

Trustees Annual Report & Finances

Trustees Annual Report for the period: 30/12/2024 to 31/12/2025

Overview

The work of the GRI (Global Rewilding Initiative) is unusual in that, to date, our Rewilding activities continue to be all online. Our charitable status allows us to continue receiving free advertising from Google, which we use to promote the importance of rewilding and provide information on new rewilding methods.

To these ends, we have not needed to fundraise, therefore, we have no actual Finances to report and therefore nothing to be audited. Our minimal financial requirements are met by our Trustees directly, without passing through the GRI itself, as the cost of audited accounts would be considerably more than would normally need to run the charity.

In future we may well engage in activities that are on-the-ground, but at this time we measure our effectiveness in terms of visitors to our website. The vast majority of our website visitors, over 90% or more, are due to the free advertising which Google grants us. Therefore, without this facility from Google, and without the Charitable status which Google require of us to obtain it, our work would have little or no effect.

We are very grateful to OSCR for our charitable status, and to Google for the advertising facility they grant us, thereby enabling us to reach far more people with our Rewilding message than would be possible otherwise.

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Structure, governance and management

The GRI (Global Rewilding Initiative) is governed by our constitution. We have a board of Trustees which oversees the activities of the charity.

Trustee recruitment and appointment

The board may at any time appoint any person to be a charity trustee - by way of a resolution passed by majority vote at a board meeting.

Objectives and activities

The charity was set up to help spread information about rewilding and new and innovative methods which can be used for rewilding. We are primarily active online. Therefore, this report will detail our online activities.

Our formal purpose as noted in our constitution: The advancement of environmental protection or improvement.

Summary of the main activities in relation to these objects

Ongoing development and promotion of website http://glorew.com

As our work is online then the website is key to this. We use the website to host articles about rewilding and we use the advertising facility from Google to direct website visitors to those pages.

Achievements and performance

Ongoing maintenance and development of the above website.

Web activity for the year: over 65K page views of the website. This is nearly 22% less website page views that the same period the previous year. Regretfully, this may become more the case as AI is being use by Google to respond more to search queries rather than lists of websites.

The admin of the Google AdGrant Account, for advertising the web pages and creating additional web pages to achieve these results.

Donated facilities and services (if any)

We get some free advertising from Google which lets us advertise our rewilding information on their search engine. We use the adverts to direct website visitors to the web page relevant to their search on Google.

Finances

The charity is technically dormant financially as we have not done any fundraising and no funds have passed through it. To date, we as Trustees have supported the above charitable activities directly out of our own pockets.

List of Trustees (all appointed by Board of Trustees):

William Martin, Chairperson,
Treasurer
Jim Tweedie, Secretary
Rog Coulson.

Yours sincerely,



William Martin,
Chair of Trustees.