

2024 Report: How Contributions Funded Forests

This report outlines GiftTrees' income, expenditure, and tree planting activity for 2024, reflecting our mission to plant 1 billion trees and lift 1 million people out of extreme poverty.

Overview of Contributions Received

In 2024, we received £862,476 in contributions, enabling the planting of 693,509 trees at an average contribution of £1.19 per tree. While most partners contribute at a standard rate of £1.23, a small number of early partners continue to operate on legacy agreements at £1 per tree, lowering the average.

Income Received in 2024			
	Amount	Number of Trees	Average Contribution Per Tree
Contributions	£862,476	693,509	£1.19
Total Income	£862,476		

2024 Strategic Focus & Expenditure

Now in our fourth year of planting, GiftTrees focused on three core areas:

1. **Expanding our partner network** to grow contributions and reach more communities.
2. **Investing in technology and data systems** to improve traceability and transparency.
3. **Partnering with trusted planting organizations** that align with our impact goals and monitoring standards.

We believe in planting trees where we can create the greatest social and environmental return, while also ensuring our partners and team are fairly supported in the process.

Costs Incurred in 2024		
	Costs Incurred	% of Costs
Trees, Communities & Transparency	£195,957	16%
Growing The Network	£439,238	36%
Smart Systems & Innovation	£287,545	24%
Essential Running Costs	£297,770	24%
Total Costs Incurred	£1,220,510	100%
Total Trees Funded in Period	1,062,500	
Total Cost Per Tree Funded	£1.15	

Cost Allocation Explained

- **Trees, Communities & Transparency** – Tree planting, local community support, third-party audits, and accountability.
- **Growing the Network** – Acquiring and supporting partners, marketing, and outreach.
- **Smart Systems & Innovation** – Tech infrastructure for tracking, automation, and reporting.
- **Essential Running Costs** – Insurance, finance, HR, legal, and admin overheads.

Trees Funded in 2024

Despite receiving contributions for 693,509 trees, we funded a total of 1,062,500 trees in 2024.

Trees Funded in 2024			
	Number	Cost per Tree	Total Cost
Trees Funded to Match Contributions	693,509	£1.15	£796,644
Trees Funded to Match Future Contributions	368,991	£1.15	£423,865
All Trees Funded in 2024	1,062,500	£1.15	£1,220,510

Funding Gap & Reinvestment

We reinvested the £0.04 surplus per tree and used additional funding from our founder and a VAT rebate to maintain a surplus of pre-funded trees. This ensures every new contribution is instantly matched to a tree and provides stability for our planting partners.

Excess of Costs Incurred Over Contributions Received	
Total Costs Incurred	£1,220,510
Contributions Received	£826,476
Shortfall of Contributions Over Costs (Founder Funding)	£394,034

Looking Ahead to 2025 & Beyond

We expect operating costs to reduce as:

- Tech systems are completed, reducing development spend.
- Network growth priorities shift from active outreach to partner management.

As a result, we anticipate improved margins, which will:

- Support repayment of founder funding.
- Allow us to reduce the contribution amount per tree and/or increase the funding per tree, enabling expansion into higher-cost planting regions.

Our commitment remains: to maximize impact, maintain transparency, and ensure every contribution helps create a greener, fairer future.