Aviva to match donations for Heal Rewilding in new fundraising drive

Tuesday 25 November, 2025

In collaboration with Aviva's Community Fund, which aims to protect the places we love against the impact of climate change, Heal Rewilding is launching a major fundraising campaign to raise £7,500. Aviva will match every donation made to Heal – up to £250 per supporter – between 25 November 2025 and 6 January 2026. This unique opportunity will double the impact of every contribution, helping to accelerate vital work to restore nature and tackle climate change across England.

Founded in 2020, Heal Rewilding exists to take urgent action on two of the greatest challenges of our time: the climate crisis and the catastrophic decline of nature. England's natural environment is in severe trouble – ranking 228th out of 240 countries and territories for ecological health. Nearly one in six UK species is at risk of extinction. Heal is working to reverse this trend by creating safe, thriving spaces for wildlife and people in every English county.

Heal's long-term vision is bold: to buy land forever and bring it back to life through rewilding. The charity aims to establish 48 rewilding sites across England, giving nature room to recover while creating places where people can reconnect with the natural world, learn, heal and be inspired to act.

In 2022, Heal purchased its first site – Heal Somerset, a 460-acre former dairy farm. In under three years, the site has undergone an extraordinary transformation, with wildlife returning at a remarkable pace. The funds raised through this campaign will directly support essential work at Heal Somerset over the next six months.

Donations to the campaign will help Heal measure its impact, share its progress and connect more people with nature. Funding will support repeat habitat and species surveys, including in newly created wetland areas, to build scientific evidence of how rewilding boosts biodiversity. It will also enable Heal to document and share the successes of Heal Somerset, inspiring others to take part in the rewilding movement, and create opportunities for underserved communities to visit the site and enjoy the benefits of time spent outdoors.

There are three simple ways for the public to get involved. People can make a donation, with every pledge matched by Aviva to help build momentum toward the campaign's goals. They can also spread the word by sharing the campaign with friends, family, and wider networks. Finally, those who want to support rewilding first-hand are invited to volunteer and get involved directly in Heal's work.

"This is an incredible opportunity for supporters to make twice the difference," said *Heal Rewilding*. "Every donation between 25 November and 6 January goes even further thanks to Aviva's generosity. Together, we can restore nature, tackle climate change and create space for people and wildlife to thrive."

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About Heal Rewilding

Heal Rewilding is a registered charity working to raise money, buy land in England and rewild it, to help nature recovery, climate action and wellbeing. Through the rebuilding of wildlife populations, community involvement and storytelling, Heal aims to reconnect people with nature and help tackle the climate and ecological crises. It bought its first rewilding site, Heal Somerset, in December 2022, which is open for free access to the public 50 weeks a year.

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Images to accompany the story are here:
https://drive.google.com/drive/folders/1mBGBfUyeLno4xMUdqwWBBV1A1CVgXcDW?usp=sharing

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Heal’s website is at www.healrewilding.org.uk.

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