

## Checklist: What you need to create a project pitch or funding offer on TerraMatch

Posting a project pitch or funding offer on [TerraMatch](https://terramatch.org) is simple. But before you begin, you should collect as much information as possible. Here is everything we ask users to provide in one handy checklist. We recommend that you prepare your answers before beginning to create your project pitch or funding offer on the site. Please reach out to [TerraMatch@wri.org](mailto:TerraMatch@wri.org) with any questions.

### Project pitch checklist

- ☐ Project name
- ☐ Type of land ownership (choose one or more)
  - ☐ Community, National park/reserve, Private, Public
- ☐ What type of land? (choose one or more)
  - ☐ Bare land, cropland, forest, industrial land, mangrove, peatland, settlement, shrubland, wetland
- ☐ Restoration methods (choose one or more)
  - ☐ Agroforestry/terraces, ecological restoration, managed natural regeneration, mangrove restoration, reforestation, reserve corridors/enclosures, riparian buffers, sustainable land management
- ☐ Source of funding (choose one or more)
  - ☐ Equity investment, grant with limited reporting, grant with reporting, loan/debt financing
- ☐ What is the goal of the project? (choose one or more)
  - ☐ Biodiversity, climate, ecotourism, energy, food/agriculture/commodities, forests, livelihoods, national and international goals, soil, water
- ☐ Funding bracket (choose one)
  - ☐ <\$50,000 | \$50,000 - \$250,000 | \$250,000 - \$1,000,000 | \$1,000,000+
- ☐ Land size in hectares (choose one)
  - ☐ <1 | 10 – 100 | 100+
- ☐ Location (Continent, Country, actual geo-location of the project)
- ☐ Funding amount (USD) (an exact number)
- ☐ Reporting frequency (choose one)
  - ☐ Greater than quarterly, quarterly, bi-annually, annually, less than annually
- ☐ Reporting level (choose one)
  - ☐ High, medium, low
- ☐ Project metrics for each restoration method
  - ☐ Required:
    - ☐ years of experience with that type of restoration (#)
    - ☐ hectares of land being restored
    - ☐ price per hectare (USD)
  - ☐ Recommended:
    - ☐ estimated biomass per hectare (tonnes)
    - ☐ estimated carbon impact (tCO<sub>2e</sub>)
    - ☐ biodiversity impacts (species from IUCN red list)

- Tree species information (Optional | If you provide this info, follow the guidelines below)
  - Required for each species:
    - species name
    - number of trees (#)
    - native (yes/no)
    - total of price per tree (USD)
      - planting (USD)
      - maintenance (USD)
      - acquire saplings (USD)
      - prepare the site (USD)
      - overall price (USD)
  - Recommended for each species:
    - survival rate (%)
    - food/timber/wood producing (yes/no);
    - who has the rights to the tree products (short answer)
    - planting season (short answer)
- Carbon certification (Optional, but you may choose one)
  - FSC, Gold Standards, Plan Vivo, Verified Carbon Standard, Other
  - You must provide a link if you are claiming certification.
- Revenue drivers (Optional, but you may choose one or more)
  - These are commodity products that can be sold or used.
  - Carbon credits, fruits, pulp and paper products, vegetables
- SDGs (Optional, but you may choose one or more)
- Project team members (choose one or more)
  - Add any team members who are on TerraMatch who oversee the project
- Project Details (all required)
  - Description (short written description)
  - Problem (short written description)
  - Anticipated Outcome (short written description)
  - Who is Involved?
    - Who is on your team? (short written description, 255 characters max)
    - Who are the people working on the project? Are they employed or volunteers? (short written description, 255 characters max)
    - How many people working on the project come from nearby? (#)
    - How many people working on the project come from other countries? (#)
    - How many employees? (#)
    - How many volunteers? (#)
    - Estimated number of people to benefit from the project (#)
  - Are you working with a local community? (Y/N)
  - Are you training local people (Y/N)
    - If yes, what type of training are you training? (short written description, 255 characters max)

- If yes, how many people will be trained? (short written description, 255 characters max)
- How will this project maintain trees in the future? (short written description, 255 characters max)
- How will this project sustainably use local resources such as water and fertilizers? (short written description, 255 characters max)
- An attractive photo of your project

### **Funding offer checklist**

- Funding offer name
- Type of land ownership (choose one or more)
  - Community, National park/reserve, Private, Public
- What type of land? (choose one or more)
  - Bare land, cropland, forest, industrial land, mangrove, peatland, settlement, shrubland, wetland
- Restoration methods (choose one or more)
  - Agroforestry/terraces, ecological restoration, managed natural regeneration, mangrove restoration, reforestation, reserve corridors/enclosures, riparian buffers, sustainable land management
- Source of funding (choose one or more)
  - Equity investment, grant with limited reporting, grant with reporting, loan/debt financing
- What is the goal of the project? (choose one or more)
  - Biodiversity, climate, ecotourism, energy, food/agriculture/commodities, forests, livelihoods, national and international goals, soil, water
- Funding bracket (choose one)
  - <\$50,000 | \$50,000 - \$250,000 | \$250,000 - \$1,000,000 | \$1,000,000+
- Land size in hectares (choose one)
  - <1 | 10 – 100 | 100+
- Location (Continent, Country)
- Are you interested in long-term involvement with the projects? (Y/N)
- Funding Offered (USD)
- Total price per tree (USD)
- Reporting frequency (Choose one)
  - Greater than quarterly, quarterly, bi-annually, annually, less than annually
- Reporting level (Choose one)
  - High, medium, low
- SDGs (choose one or more)
- Project team members
  - Add any team members who are on TerraMatch who oversee the project
- Description: About your funding (short written description)
  - Explain briefly your rationale and what you are looking to fund
- An attractive photo