

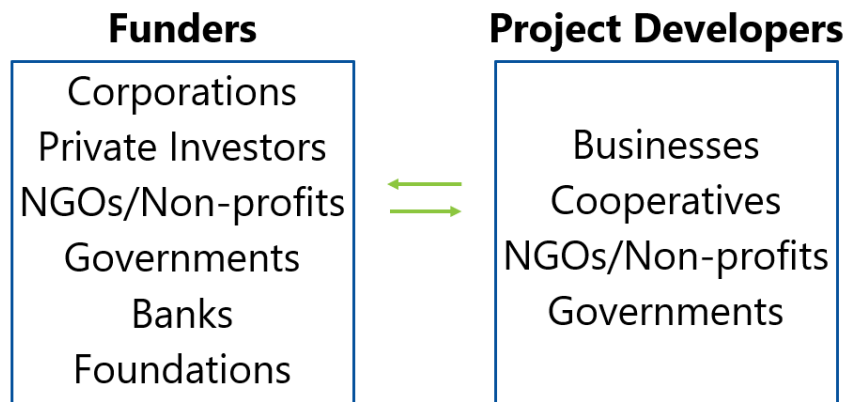
# TerraMatch Starter Pack

This document serves as a guide for new users of [TerraMatch](https://www.terramatch.org), the platform that connects people who know how to grow trees the right way with serious funders. It outlines who can use the platform and our vetting process, explains what information project developers and funders need to collect to use the platform, and gives examples of a project pitch and a funding offer.

Questions? Reach out to the team at [TerraMatch@wri.org](mailto:TerraMatch@wri.org).

## Who can use TerraMatch?

People who represent any of the types of organizations listed below can apply for an account on TerraMatch. Individuals cannot apply on their own.



## What kinds of projects?

**Projects must grow trees.** Project developers that do not directly plant/grow trees are ineligible. The current project types accepted on TerraMatch are:

- Agroforestry: use of trees within cultivated croplands and pastures
- Reforestation: direct planting of trees with the objective of establishing a forest or sustainably managed plantation
- Managed natural regeneration: management of naturally regenerating trees by removing pressures off of the land
- Mangrove restoration: direct planting of mangrove seedlings in appropriate areas where the trees will thrive
- Riverbank restoration: planting of trees along rivers and streams to control erosion and reduce run-off

TerraMatch is a global platform: No countries are excluded. For more information on how TerraMatch project developers grow trees the right way, read this short [explainer](#).

## Vetting

Experts at WRI carefully review each user on TerraMatch and every potential project pitch. Here is a quick summary of what we look at.

Users must:

- ✓ Represent an organization, not be an individual
- ✓ Be able to receive international bank transfers
- ✓ Be able to report on how they will manage funds and measure progress

For each user, we check:

- ✓ That their organization is legally registered
- ✓ That the user represents their organization
- ✓ That the organization will invest in growing trees

For each project pitch, we check:

- ✓ The project's size and location
- ✓ The developer's right to use the land
- ✓ If the developer has already received funding for this project
- ✓ The developer's successes and failures
- ✓ Average historical tree survival rates
- ✓ For the appropriate planting season
- ✓ For invasive species and exotic monoculture plantations

WRI does not review individual funding offers.

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

Posting a project pitch or funding offer on TerraMatch is simple. But before you begin, you should collect as much information as possible to ensure the process goes smoothly. 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.

### Project pitch checklist

- Project name
- Type of land ownership (choose one or more)
  - Community: Land acquired, possessed, and transferred under community-based regimes, and are typically under customary tenure systems.
  - National park/reserve: Parks or reserves managed by the corresponding national government body. These lands typically have regulations on access and use and are managed for the purpose of conservation nature and natural resources.
  - Private: Land that is owned and managed by a private landowner or company.
  - Public: Other publicly managed land such as managed forest plantations, or subnational parks and reserves.
- What type of land? (choose one or more)
  - Bare land: Highly degraded land where there is no vegetation cover

- Cropland: Arable and tillage land where the primary use is the cultivation of crops
- Forest: Land with very high levels of trees, either natural or managed
- Industrial land: Land used primarily for an industrial use, such as former mines
- Mangrove: Land where mangrove forests are the natural tree cover
- Peatland: Ecosystems with a peat deposit that may or may not currently support vegetation that is peat-forming or may lack vegetation entirely. Peat is defined as dead and partially decomposed plant remains that have accumulated over time.
- Settlement: Areas where there are human settlements and other human infrastructure
- Shrubland: Land with a diverse assortment of vegetation types sharing the common physical characteristic of dominance by shrubs, including heathland or chaparral.
- Wetland: Land that is covered or saturated by water for all or part of the year
- Restoration methods (choose one or more)
  - Agroforestry, managed natural regeneration, mangrove restoration, reforestation, riverbank restoration
- Source of funding (choose one or more)
  - Equity investment: Investment in a project with the expectation of generating a financial return based on business activities generated through the project
  - Grant with limited reporting: Grant or donation with a limited number of metrics to be reported on and over a more flexible timeframe
  - Grant with reporting: Grant or donation with a robust set of metrics to be reported on and with a rigorous reporting timeline
  - Loan/debt financing: Loan to a project developer with specific interest rates and repayment period agreed to by both parties
- 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)
  - <10 | 10 – 100 | 100+
- Location (Continent, Country, actual geo-location of the project ) \*Shapefile or KML/KMZ of specific project boundaries preferred)
- 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: Strong ability to report on a wide range of metrics; ability to use GIS, remote sensing or drones; strong community outreach and ability to gather quantitative and qualitative socio-economic data

- Medium: Ability to report on small number of metrics; ability to use handheld GIS units to mark specific project activities; ability to collect qualitative socio-economic data
- Low: Ability to report on trees planted and survival rate
- 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 that will benefit from the project from IUCN's red list)
- Tree species information (Optional but preferred | If you provide this info, follow the guidelines below)
  - Required for each species:
    - species name
    - number of trees (#)
    - native (yes/no)
    - total price per tree (USD) broken into the following:
      - planting (USD)
      - maintenance (USD)
      - acquire saplings (USD)
      - prepare the site (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. A name and email address is required, and they will then need to fill out additional contact details once they confirm their email address.
- 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
- Elevator pitch (Optional but preferred | If you provide this information, be prepared to answer the questions below when recording yourself on video)
  - What do we aim to achieve?
  - Who are we?
  - Why is your project important?
- Add documents that show that you have the right to use your land or any other descriptive documents

## Example Project: CacaoCo

On the next three pages, you will find an example of a thoughtful sample project that could be attractive to funders on TerraMatch. Disclaimer: CacaoCo is not a real project developer.

## 100,000 Trees for Colombian Farmers

📍 Colombia, South America

**\$200,000**

Amount Requested (USD)

**STATUS: LOOKING FOR FUNDING**

[UPDATE STATUS](#)

**CACAOCO**

Organization Type : Corporation

16 Years of operation

[VIEW PROFILE](#)

## Description

CacaoCo is a sustainable cacao producer working in Cesar, Colombia. We sell our product, grown by our network of 4,000 smallholder farmers, locally and on the international market. Since 2004, our 25 employees have helped our farmers nurture over 250,000 trees surrounding their crops. We know that when farmers feel ownership over the trees on their land and see the real benefit that they bring, this helps them thrive for decades. Now we are ready to grow a further 100,000 trees this year. By embracing this innovative agroforestry system, which combines the best of agriculture and ecology, our network is producing fine-flavored cacao for the market, boosting the income of thousands of people, and restoring the degraded environment.

## The Problem

Deforestation has devastated Colombia, spiking after the country's long civil war slowed down in 2016. According to Global Forest Watch, the Department of Cesar, where CacaoCo calls home, lost 113,000 hectares of tree cover between 2001 and 2018, a 10% decrease. Fewer trees means less water, rain, and healthy soil for the farmers and ranchers that rely on the land for their livelihoods. And as climate change accelerates and endangers communities, local people throughout Colombia, especially in the cocoa belt, are suffering as their yields decline and pests and disease spread. They need a sustainable way to earn a living while helping restore their land, or Cesar will soon become a wasteland.

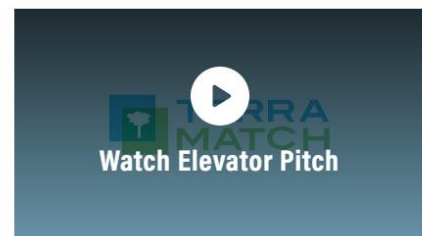
## Anticipated outcome

To combat deforestation and help farmers fight climate change, we founded CacaoCo to chart a sustainable path for this struggling rural area. We now have the perfect opportunity to scale up our work. After they saw the benefits that trees have brought to their fellow cacao farmers, local people have come to CacaoCo, telling us that they want access to the same resources as their neighbors. Over the past two years of sustained momentum, we expanded our reach by 1,500 farmers and established three nurseries, managed by young people, that grow native trees. With this investment in infrastructure and our youth, we are ready to grow 100,000 native trees this year across thousands of hectares.

The only thing that we need is \$200,000 USD to grow, plant, and maintain saplings. The native trees that we grow not only capture carbon from the air and fight climate change. They also make possible a vibrant and sustainable agricultural economy that can lift thousands out of poverty. By helping farmers grow fine-flavored shade-grown cacao that fetches a high price on the international market, our trees are directly bringing more income into rural communities. They also help protect the water that Colombians rely on, fight erosion on riverbanks and mountainsides, reverse deforestation, and provide new places for our biodiverse country's plants and animals to live.

Millions of people in Colombia rely on farming for their livelihoods, and we expect that, with a sizable investment, we can expand our reach to tens of thousands of people and over a million trees total within five years. Our recent expansion has also allowed us to train and pay 50 champion farmers to track how the trees are growing and what individual farmers need to succeed. Because we can effectively measure our progress, we can better manage our results. Our 93% tree survival rate is proof of that commitment. Partner with us to achieve these ambitious yet realistic goals. Help farmers sustain their rural communities for decades. Connect with us today!

Land Ownership	Community
Community, Private	
Land Type	Cropland
Cropland, Bare Land	
Restoration Method	Agroforestry
Funding Source	Grant With Reporting
Restoration Goals	Biodiversity
Biodiversity, Food, Agriculture and Commodities, Soil, Livelihoods	
Funding Bracket	\$50,000 To \$250,000
Land Size	> 100
Geography	South America, Colombia
SDGs	Goal 1: No Poverty
Goal 1: No Poverty, Goal 10: Reduced Inequalities, Goal 12: Responsible Consumption and Production, Goal 13: Climate Action, Goal 15: Life on Land	
Reporting Frequency	Bi-Annually
Reporting Level	High
Average price per tree (USD)	2



## Who's involved

Our President and CEO, Maria Gallardo, is leading this project herself. She will coordinate with our 25 employees to work with farmers to plant, maintain, and monitor the trees over the next 10 years.

## Effect on Local Communities

### Effect on Local Communities

Yes, we will involve the local community closely in the project.

### How we are training local people

Yes, we will involve the local community closely in planning, implementing, and monitoring the project as detailed above. We are training farmers on how to build sustainable and profitable cacao agroforestry systems. Our extensive program pairs each group of farmers with a CacaoCo staff member, who helps them add trees to their farms to maximize yields and protect their land. We mix local knowledge with the latest science to empower people and restore land.

### Number of people we will train

2000

### Who is working on our project?

Our 3,000 farmers will be leading the way in project planning, implementation, and monitoring. The company leadership, our team of 25 employees, and local champion farmers will provide key support throughout the process.

### Number of people working on the project from nearby

3000

### Number of people working on the project from other countries

0

### Number of employees

25

### Number of volunteers

0

### Estimated number of people to benefit from the project

10000

## Sustainability of the project itself

### How our project will maintain the trees in the future

Our farmers understand why trees need to stay in the ground to protect their valuable cacao. CacaoCo will guarantee a survival rate of 97 percent for all the trees that we grow. If any tree dies, we replace that tree free-of-charge. In accordance with the latest research, we are designing a monitoring system that will allow us to track improvements to water quality, carbon sequestration, and local incomes.

### How our project will sustainably use local resources such as water and fertilizers

CacaoCo relies on farmers' knowledge of the best and most sustainable use of local water and fertilizer resources. High-quality cacao does not benefit from the overuse of fertilizers, so we expect the use of artificial inputs to be low. Because our employees and champion farmers are live in the communities that they serve, they can more easily build a shared understanding of how to equitably share natural resources like water, seedlings, and fertilizers.

## 100,000 Trees for Colombian Farmers

Colombia, South America

### \$200,000

Amount Requested (USD)

**STATUS: LOOKING FOR FUNDING**

[UPDATE STATUS](#)

**CACAO CO**  
Organization Type : Corporation  
16 Years of operation

[VIEW PROFILE](#)

### ORGANIZATION DETAILS

Name	Website
CacaoCo	<a href="http://cacao.co.co">http://cacao.co.co</a>
Location	
Valledupar, Cesar, Colombia	

### FUNDING REQUIREMENTS

Amount Requested (USD)	Revenue Drivers
\$200,000	Fruits

### REPORTING CAPABILITIES

Frequency	Level
Bi-Annually	High

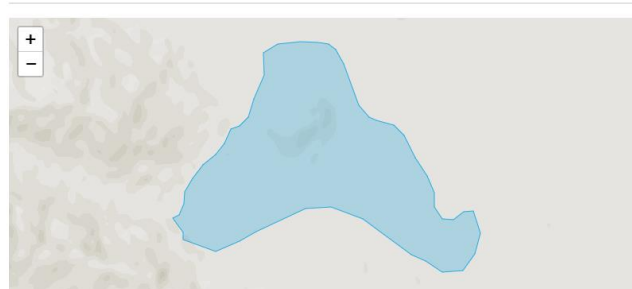
### PROJECT METRICS

Project Time Span (Months)	12 Months	
AGROFORESTRY		
Years Of Experience	Hectares Of Land	
15	670	
Price Per Hectare (USD)	Carbon Impact (TCO2e)	
800	15075	
Estimated Biomass Per Hectare (Tonnes)	Biodiversity Impact	
	Oropendola	

### TREE SPECIES

- Colombian mahogany
- Old fustic (Maclura tinctoria)

### GEOLOCATION



### SUSTAINABLE DEVELOPMENT GOALS

- Goal 1: No Poverty
- Goal 10: Reduced Inequalities
- Goal 12: Responsible Consumption and Production
- Goal 13: Climate Action
- Goal 15: Life on Land



## Funding offer checklist

Please collect the following information before submitting a funding offer. (Explanations of categories above.)

- Funding offer name
- Description: About your funding (short written description)
  - Explain briefly your rationale and what you are looking to fund
- An attractive photo
- 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, managed natural regeneration, mangrove restoration, reforestation, riverbank restoration
- 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)

## Example Funding Offer: Hold the Cone Ice Cream

On the next page, you will find an example of a thoughtful example funding offer on TerraMatch. Disclaimer: Hold the Cone is not a real funder.

## Growing Trees with Farmers in West Africa

Africa

**\$450,000**

Amount Offered (USD)

**STATUS: LOOKING TO FUND**

[UPDATE STATUS](#)

**HOLD THE CONE HOM...**

Organization Type : Corporation

58 Years of operation

[VIEW PROFILE](#)

[SUMMARY](#)    [TEAM](#)    [EDIT](#)

## FUNDING OFFER

Hold the Cone Homemade Ice Cream is looking to fund a sizable (100 ha or more) community- or farmer-led restoration project in West Africa, a region where increased demand for pasture and farm lands has led to large amounts of deforestation in recent years. As a business that relies on both, Hold the Cone has seen that healthy cows and healthy lands are not mutually exclusive. Through our \$450,000 grant, we hope to invest in a project focused on expanding silvopasture and agroforestry systems that will create economic opportunities for local communities, particularly women, while safeguarding forests and wildlife. We hope to engage long-term with project developers, perhaps even conducting field visits as part of the reporting process to see progress. For more information, contact Layla Waters, Head of Sustainability and Outreach.

### ORGANIZATION DETAILS

Name	Location
Hold The Cone Homemade Ice Cream	Green Bay, Wisconsin, US
Website	
<a href="http://www.holdthecone.com">http://www.holdthecone.com</a>	

### FUNDING REQUIREMENTS

Amount Offered (USD)	Average Price Per Tree (USD)
\$450,000	\$2
Long-Term Engagement?	
Yes	

### REPORTING REQUIREMENTS

Frequency	Level
Annually	Medium

### SUSTAINABLE DEVELOPMENT GOALS

Goal 1: No Poverty

Goal 2: Zero Hunger

Goal 3: Good Health and Well-Being

Goal 8: Decent Work and Economic Growth

Goal 10: Reduced Inequalities

Goal 13: Climate Action

Goal 15: Life on Land

Land Ownership	Community
Community, Public, Private	
Land Type	Cropland
Cropland, Bare Land, Shrubland	
Restoration Method	Agroforestry
Funding Source	Grant With Limited Reporting
Grant With Limited Reporting, Grant With Reporting	
Restoration Goals	Climate
Climate, Energy, Food, Agriculture and Commodities, Livelihoods, Soil, Water	
Funding Bracket	\$250,000 To \$1,000,000
Land Size	> 100
Geography	Africa
SDGs	Goal 1: No Poverty
Goal 1: No Poverty, Goal 2: Zero Hunger, Goal 3: Good Health and Well-Being, Goal 8: Decent Work and Economic Growth, Goal 10: Reduced Inequalities, Goal 13: Climate Action, Goal 15: Life on Land	
Reporting Frequency	Annually
Reporting Level	Medium
Average price per tree (USD)	2