

Fewer trees, a vulnerable world

The world is losing billions of trees every year, endangering the lives of over 3 billion people.

Fewer trees mean less food and water for people living in vulnerable communities. And when they are cut down and burned, trees release planet-warming carbon dioxide, intensifying climate change and the effects of extreme weather events like droughts, storms and landslides. But people are now fighting to restore forests and farms to productivity.

Communities, companies, and governments are already investing in growing the right trees in the right places, the only path toward success. At the same time, we are not moving quickly enough to tackle climate change and secure a prosperous and sustainable future for all, even though funders have committed billions of dollars to growing trees.

Why the delay? Funders are eager to invest, but they often don't know which projects are best equipped to receive funding, scale up, and do it right.

People growing trees the right way

We need a system that can help match the people who run vetted tree-growing projects with people who want to fund their work in a cost-effective and simple way.

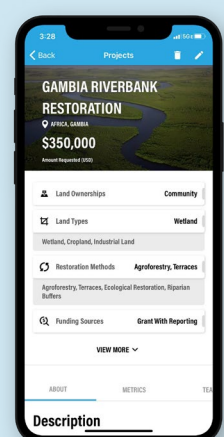
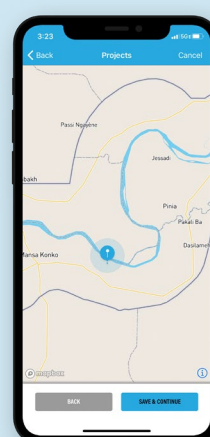
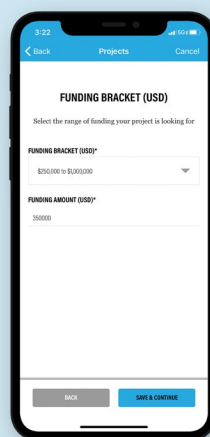
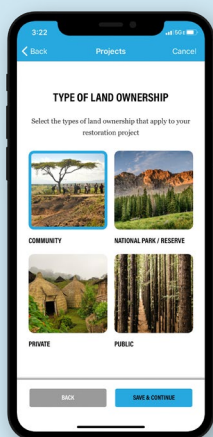
Building on decades of research from the World Resources Institute (WRI), TerraMatch is the global platform that connects these two worlds. Its unique algorithm pairs funders' preferences, from geography to type of land and beyond, with vetted projects that get the right trees in the ground.

The goal? Help people and funders grow a trillion trees together.

HOW IT WORKS

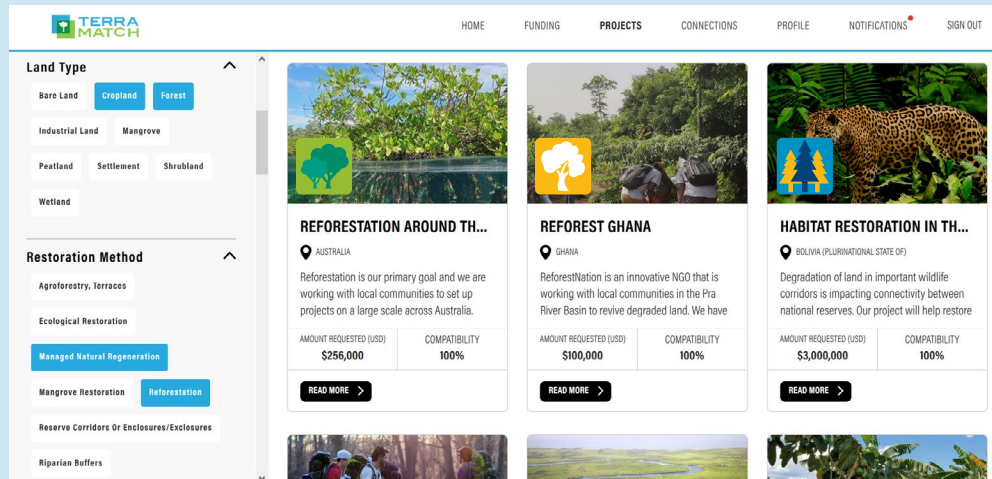
1 Create a profile:

- ▶ Project developers can create profiles for their tree-growing efforts by telling TerraMatch who owns the land, how the trees will be grown, and how much funding they need. Each project is vetted by expert staff based at WRI.
- ▶ Funders can also create and advertise their own offers based on their own preferences, from their goals, like water conservation, to their targeted method of restoration, like agroforestry.



2 Identify opportunities:

- ▶ Through TerraMatch's algorithm, funders can then search for projects that match their preferred criteria. The vetted data on each project profile provides prospective funders with transparent and accurate information to help them make informed decisions.
- ▶ Project developers can also search for available offers that match their needs, such as funding amount, reporting requirements, and their goals, providing insight into what funders are looking for.



3 Match!

- ▶ Project leaders can connect with funders directly and explore opportunities for investment and collaboration, and funders can keep track of the restoration projects they support.

4 Monitor!

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