

Unlocking Funding Success: Insights for Project Developers & Restoration Initiatives

This guide presents a selection of essential tips and insights for securing funding as a project developer. This is not a comprehensive guide but highlights some valuable lessons learned from a study with some of GLF's community of Chapters and Restoration Stewards, and Luxembourg sustainable finance partners.

TIPS FROM GLF'S COMMUNITY

- **Have dedicated staff for fundraising:** Learn how dedicating staff to fundraising efforts and improving financial disclosure can enhance your competitiveness in funding applications. Consider investing in staff training.
- **Create financial stability and resilience:** Discover strategies for building financial stability, such as income-generating activities and diverse funding avenues. Explore the possibility of applying for awards/prizes as an alternative funding source.
- **Strengthen team capacity to identify resources:** Learn about the different types of funding instruments and how to identify resources most relevant to your project. Create a budget plan and determine the ideal funding size and type for your organization.

TIPS FROM GLF'S LUXEMBOURG PARTNERS

- **Align your project application with the donor's objectives:** When researching financial support for a project, try to understand the donor's intentionality. Each donor has a story and the decision to support a cause is an involved choice. Consequently, tailoring a project proposal to match the preferences of the specific donor can be influential. If possible, engage in open discussions to co-design a project that resonates with the donor's interests.
- **Join events to connect with donors:** Discover the importance of attending events to network with potential donors and build relationships that can support your projects.

Case Study from the GLF Community: Taniaala Regenerative Camp



In the heart of Madagascar's Menabe Region, Taniaala Regenerative Camp is determined to restore degraded land. Their journey began with an award, offering a financial start. Active engagement since 2020 led to the Lush Spring Prize, a recognition for soil restoration efforts.

Taniaala's strategic approach is clear: start with awards to lay a foundation for projects like their village base camps.

However, language barriers and a small team presented challenges. Their plan includes expanding their team's language skills.

Looking ahead, Taniaala is focused on securing funding for full-time operations. Simultaneously, they plan to invest in infrastructure development and seek grants to expand their operations.

Current funders: Lush, NGO Natir

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