**American Bird Conservancy**

**2020 Impact Investment Small Grants**

**Full Proposal Instructions:** *The final narrative should not exceed seven (7) pages.*

**Submitting Entity**

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| **Project title:** |
| **Person lead (name, institution, address, email contact):**  |
| **Type of organization:** *individual, university, government, start-up, NGO, established company, other (explain)* |
| **Organization Address:** |
| **Contact email and phone:** |
| **Project Team:** *List key individuals, describe their role on project and qualifications for project implementation.* |
| **Amount of Funding Requested:** *Please indicate the total request. If available, indicate match amount, type (in-kind or cash), and source. More details are asked in the Project Economics and Markets section*  |
| **Project Information** |
| **Project Location:** *Country, region, estate, province, or department and location of the project* |
| **Type of project:** *Please describe the type of project; ex.**sustainable forestry, ranching, and aquaculture, agroforestry, avoided deforestation, restoration of degraded lands, carbon credit generation, ecotourism, or other* |
| **Project Abstract:** *In < 500 words, please provide a brief description of the project* |
| **Current status of the project and experience:** *Please describe how advanced the project is and the level of experience of the people/organization managing this or similar projects or businesses.*  |
| **Activities: List the focal activities supported by this grant.** *Please describe the primary project activities that will be specifically supported by funds provided by ABC.* |
| **Goals and Metrics: what are the project outcome(s), and how will they be measured during the time frame of the grant?** Briefly describe proposed project outcomes, how project outcomes will be measured and over what timescale. Example: Amount habitat protected or enhanced *(include expected number of hectares impacted)*, deforestation avoided, degraded areas restored, market-competitive economic return, scalability, and economic development for local producers (in a given timeframe). |
| **Land tenure:** *Please indicate the type and status of land tenure where the project is being developed.* |
| **Brief Project Time Line:** start date, milestone dates, and end date |
| **Describe Project Exit Strategy (if applicable):** |

**Conservation**

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| **Please describe how this project contributes to the conservation of priority bird species as identified by ABC?** *List the priority bird species that are expected to benefit from this project, if known.* |
| **What other species of conservation concern (non-birds) will benefit from this project, and how?**  |
| **Sustainability of the project:** *How will the project and its impact be maintained over time?* |
| **Enabling Conditions:** *What factors exist that are likely to make your project more successful?**Are there compatible government conservation or sustainability programs in the area?* |
| **Threats in the area surrounding the project site:** *Describe the threats to the environment in the area, for example, deforestation rate or illegal mining, and how this project addresses those threats.* |

**Project Economics and Markets**

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| **Funding Source:** *Please indicate what type of funding is being sought, such as a grant, loan, or debt funding. Give a short explanation of the reason to work with this type of financial mechanism.*  |
| **Returns:** *If available, please tell us what is the Net Present Value and Internal Rate of Return of the project.* |
| **Financial Model or Budget:** *If available, please provide a financial model of your project.* *Submit the financial model as an attachment. If you don’t have a financial model for the project, please indicate the total proposed project budget, and identify where the request to ABC fits. Use the budget template provided.* |
| **Products or Services:** Please*list all the potential revenue-generating products or services as part of this project.*  |
| **Marketplace:** *Please describe the understanding you have of the markets that are available to sell your products or services. Do similar past or current transactions exist? Define the competitive landscape for this type of project. Who are the key transaction stakeholders and what are their roles?* |
| **Subsidies and Incentives:** *Please describe any public subsidies and/or incentives to leverage this investment and complement the project's revenues?* |
| **Risks and Mitigation:** *Please describe risks that could affect the project and its development, and their 0potential mitigation mechanisms. Some examples of risks include financial, legal (regulations), reputational, security, country, exchange rate risks, etc.*  |

**Other**

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| **Social Impact:** *Does the project provides financial benefits to producer(s)/landowner(s)? How many people will the project benefit? Please explain.* |
| **Replicability and Scalability:** *Is the project replicable in other locations in the region? Could the project be scaled with an additional investment? Please explain.* |