



Restore America's Estuaries

Bridging the funding gap

Understand and access private capital for coastal restoration projects

Presented by:

Dr. Ben Guillon, CFA
Chief Investment Officer





- Who is providing private capital for restoration projects?
- How do you get it?



- Non Profits
- Foundations
- High Net Worth Individuals
- Family Offices
- Traditional Investment Funds
- Impact Investment Funds



Financial Returns

Low

High

Impact

High

Low



Financial Returns

Low

High

Impact

High

Non Profit
Foundation

Impact Investment
Fund
Family Office

Low

High Net Worth
Individuals

Traditional
Investment Fund



Financial Returns

Low

High

Impact

High

Grant

Project Related
Investments

Mission Related
Investments

Low

Pet Projects

Traditional
Investments



- HNWI usually don't have a strategy
- Organizations usually do have:
 - Investment Criteria / Strategy
 - Theory of Change
 - Strategic Plans



- Information to look for:
 - Type of Capital (grant, PRI, MRI, Equity, Debt)
 - Type of Projects
 - Geographies
 - Size
 - Lead / Co-invest / Grant Leverage

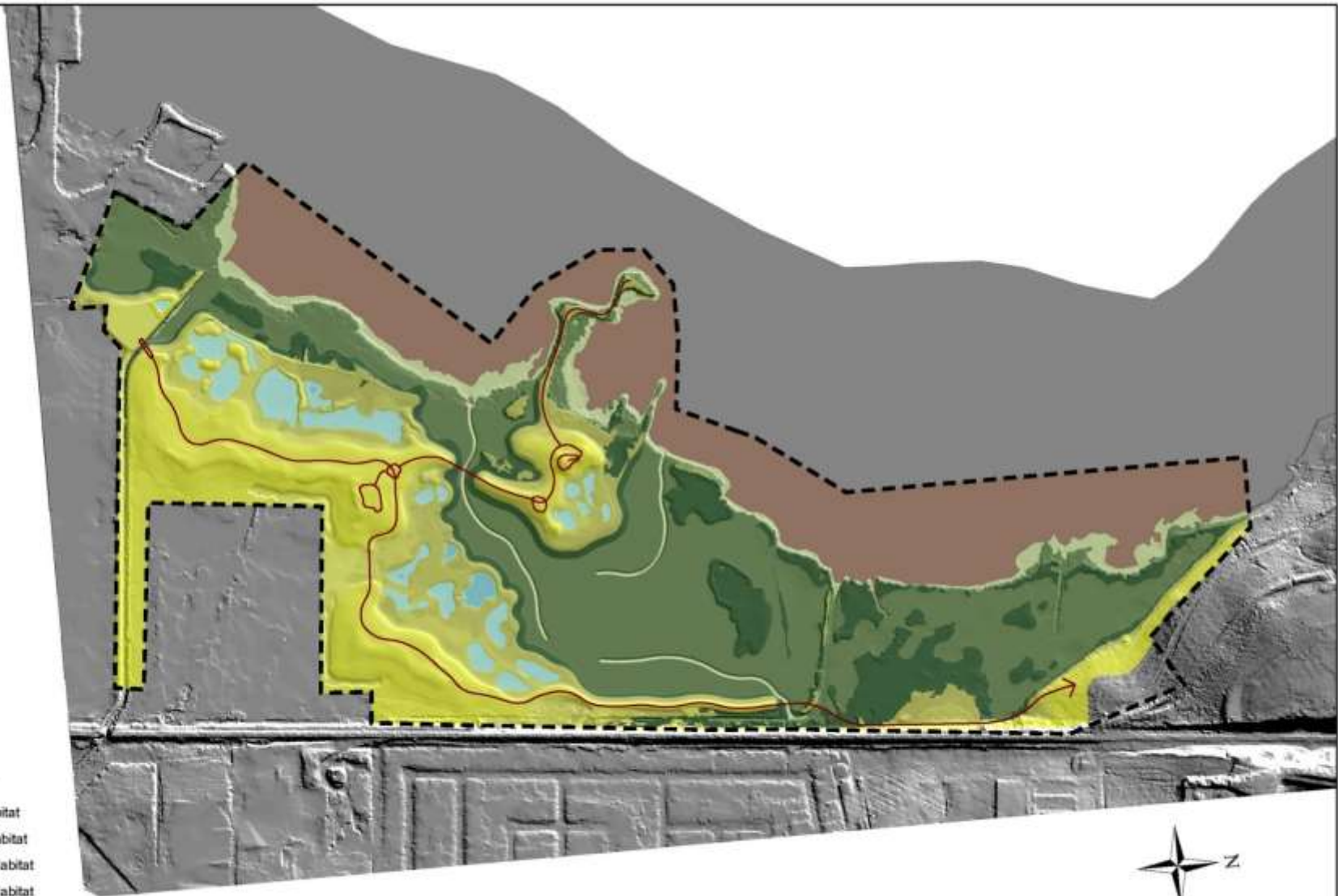


- Impact Investments have the capacity to:
 - Be catalytic
 - Bring additional resources both financial and intellectual
 - Bring structure and rigor to project management













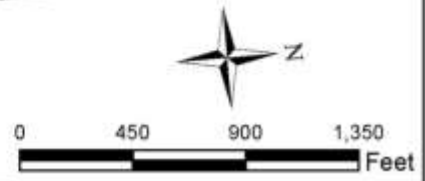
Breuner Marsh Restoration

2010



Legend

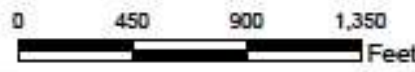
-  Study Area
-  Trail
-  Mudflat
-  Cordgrass
-  Pickleweed
-  Transition Zone
-  8 - 9' Upland Habitat
-  9 - 10' Upland Habitat
-  10 - 11' Upland Habitat
-  11 - 12' Upland Habitat
-  12 - 20' Upland Habitat
-  Seasonal Wetland



2080

Legend

-  Study Area
-  Trail
-  Mudflat
-  Cordgrass
-  Pickleweed
-  Transition Zone
-  11.27 - 12' Upland Habitat
-  12 - 13' Upland Habitat
-  13 - 14' Upland Habitat
-  14 - 15' Upland Habitat
-  15 - 20' Upland Habitat
-  Seasonal Wetland





**Massive
Clean-up,
Planning,
Design and
Restoration
Effort**



Private Capital
from impact
mitigation

Grants

State and Federal
Public Funding

Local Public
Funding



- How to grow private investment
 - Clear drivers of cash flow
 - Experienced teams with track record
 - Collateral / Downside protection
 - Liquidity / Exit Strategy
 - Clear regulatory framework
 - Recognized impact measures



- Specialized advisers for impact investors
 - Conservation Investment Management
 - Arabella Advisors
 - Cambridge Associates
 - Confluence Philanthropy

Limited number of advisers for project developers – Usually non-profit organizations

Questions?

Dr. Ben Guillon, CFA

Cell: (202) 680-8731

Email: guillon@wra-ca.com

Stay connected



<https://www.linkedin.com/in/benguillon>