

Overall: The project announcement should be approximately one page in length, should be oriented toward a relatively non-technical audience, and should provide basic information on a project.

The project announcement provides a summary of the project in about one page. It will be used to publish the project on the MIF web, as well as through the MIF's communication channels, from the newsletter to social media. It also serves as a summary document for donors, and as a basis for a press release.

1. Title, 10-15 words. Examples:

MIF to expand project working with Colombian farmers on alternatives for illicit crops
Promoting a more inclusive financial sector for people with disabilities
A fruitful partnership promotes energy efficiency for Chilean fruit growers

2. Subtitle (in case there is a need for more specifics)

3. First paragraph introduces the five W (What, Where, Who, When, Why/How):

- Objective of the project
- Beneficiaries
- Project Partners
- Amount

Example:

The **Multilateral Investment Fund (MIF)** has approved a **\$2 million grant** to support a project of the **United Nations Office on Drugs and Crime (UNODC)** that **will expand opportunities for Colombian farmers who previously cultivated illegal drug crops to grow in-demand products instead.**

Or

The **Multilateral Investment Fund (MIF)** approved **\$ 1.05 million in financing and technical assistance** for a project with the **Bolivian organization Camelid Products Company SA (COPROCA)**, whose main shareholders and representatives are **camelid (vicuña, alpaca and llama) producers** in Bolivia. The program will contribute **to increasing income and employment of participants in alpaca and llama fiber value chains**, through improved productivity as well as COPROCA's positioning in international and domestic markets.

- 4. Second and third paragraphs** go more in detail into how the project works and why and how many beneficiaries will be reached. Project components.

Female entrepreneurs' access to finance is especially constrained. To address this, the MIF is working with Scotiabank Jamaica to enhance the bank's business and risk rating system and to adjust its small enterprise loan appraisal process to better serve the credit needs of both male and female business owners. Through the project, Scotiabank Jamaica's staff will be trained in the enhanced loan appraisal process.

Or

The project will develop and introduce integrated business models that use microfinance institutions (MFIs) or cooperatives to deliver health services as well as health education to low-income households, especially women, for a basic fee. Such services, tailored to meet the specific needs of the local population in each country, are expected to be fully sustainable during the implementation period, so that the clients of these MFIs or cooperatives will continue to access health services long after the project has finished.

Or, very generically:

The project will train XXX women/youth/farmers in applying a new technology, receive access to a new service.

- 5. Fourth paragraph** describes the background of the country, sector or theme (if this announcement is to be an official press release, this is a good place for quote(s) from MIF staff and/or executing agency staff)

Although on average 85 percent of people in Peru have access to electricity, the country is the second lowest in Latin America and the Caribbean in terms of total number of people without access to this service. Due to isolation and dispersion of many rural communities in Peru, it is difficult to offer traditional solutions for providing electricity.

An example for a quote:

"This index, the first of its kind, will provide a great leap forward in our understanding of key influences on women's entrepreneurial opportunities. It will also help us pinpoint the kinds of public and private interventions that are most effective in helping women start and grow businesses," said Lee.

- 6. Fifth paragraph** gives a preview of estimated results and beneficiaries to be reached and worked with, and provides the backstory of the project, if and.

The project builds on experience by Global Partnerships, the international health NGO PATH, and the microfinance institution and MIF investee Pro-Mujer in Nicaragua and integrates lessons learned in the development of that health service model.

7. About the MIF

The Multilateral Investment Fund (MIF), funded by 39 donors, supports private sector-led development benefitting low-income populations and the poor - their businesses, their farms, and their households. The aim is to give them the tools to boost their incomes: access to markets and the skills to compete in those markets, access to finance, and access to basic services, including green technology. A core MIF mission is to act as a development laboratory - experimenting, pioneering, and taking risks in order to build and support successful micro and SME business models. More information at www.fomin.org

8. About partner organization

A paragraph (about 50 words) description about the project partner organization(s). Good sources for this include: boilerplate description often found at the end of the organization's press releases, organization's website, communications staff at organization.

9. Add MIF contact person and email address.

