

CASH Coalition Membership Criteria & Benefits

Membership Overview

The Climate Action for Smallholders (CASH) Coalition is a collaborative of organizations supporting smallholder¹ farmers and local communities² across Africa, Asia and Latin America. We help smallholder farmers transition to profitable regenerative agriculture³ so they can become more resilient to climate shocks, build economic prosperity, and play a leading role in climate action.

Member organizations collectively work to:

- ▶ Advance the profitability and adoption of regenerative farming practices among smallholder farmers and livestock keepers.
- ▶ Increase funding and investment and advocate for policies to advance smallholder regenerative agriculture.
- ▶ Share knowledge and evidence about what works for smallholders to scale practice adoption among other farmer focused organizations.

¹ CASH defines 'smallholder' as a farmer cultivating crops or raising livestock on up to five hectares. ISF (2025) [Beyond the Frontier: Decoding Viability in Smallholder Finance](#).

² CASH defines 'local communities' as non-indigenous communities with historical linkages to places and livelihoods characterized by long- term relationships with the natural environment, often over generations. IPBES (2020) [IPBES Definition](#).

³ CASH defines 'regenerative agriculture' as a form of farming and ranching that restores soil and ecosystem health, strengthens climate adaptation and mitigation, addresses social inequity, and leaves our land, waters, and climate in better shape for future generations. NRDC (2021) [Regenerative Agriculture 101](#).

- ▶ Strengthen the underlying conditions (e.g. land rights, gender equity, market access, etc) needed for smallholder transitions to regenerative agriculture, and regenerative food systems.

The Coalition implements its strategy through two strategic pillars: 1) **Financial Access** and 2) **Regen in Action**. These strategic pillars are operationalized through two respective working groups and members are *required* to have at least one representative from their organization participate in either the Financial Access or Regen in Action working group.

1. Financial Access

We advocate for significantly increased public and private investment in smallholder regenerative agriculture.

2. Regen in Action

We develop and share practices, guidance, and evidence to support smallholder regenerative adoption and climate action.

Membership Categories

CASH has two membership levels that offer organizations different opportunities for partnership:

A. Coalition Members

Members are non-profit or for-profit organizations that shape and implement the Coalition's strategy. Members are also the core practitioner network that anchors the Coalition's work. Examples of member organizations include:

- ▶ Social enterprises and practitioners that work directly with smallholder farmers to promote the adoption of profitable regenerative agriculture across Africa, Asia and Latin America, leading to positive social, environmental and climate impact.

- ▶ Organizations that enable the scaling of regenerative adoption by influencing policy, funding, market access or developing research to support smallholder farming communities.

Members must be willing to participate in working groups and devote staff time and capacity toward Coalition goals. Members must provide a core representative to CASH, preferably the leader of the organization or at the C-suite level, and at least one additional representative who can engage in Coalition activities. When possible, in-country representatives are encouraged. Core member responsibilities include:

- ▶ Participating in Coalition initiatives and working groups (e.g. co-designing collective activities, drafting Coalition work products, developing guidance or other learning assets, or supporting the Coalition's governance, membership or financial sustainability).
- ▶ Contributing evidence, tools, data or insights from field implementation.
- ▶ Participating in advocacy, thought leadership and Coalition decision-making.

B. Coalition Allies

Allies are organizations that support the Coalition's mission and may engage in targeted initiatives, but are not regularly implementing activities aligned with CASH objectives under each strategic pillar. Allies support the Coalition through advisory, technical expertise, policy and advocacy, research, funding or sectoral outreach. Allies are not limited to organizations directly supporting smallholders but can represent a wide range of stakeholder groups across the sector. Examples of Ally organizations include:

- ▶ Funders and investors that support the Coalition or our members
- ▶ Multi-stakeholder groups that have alignment to the Coalition's goals and work on complementary strategies
- ▶ Research or policy institutions that have collaborated with our members on regenerative practice development or advocacy
- ▶ Corporate leaders that promote smallholder regenerative supply chains

- ▶ Practitioner organizations serving smallholders in regen ag that would like to support the Coalition but do not have the capacity to fully engage as a Member (this is an option for new organizations or current Members that would like to step back but remain connected to CASH)

Core Member Eligibility Criteria

CASH Members are expected to demonstrate alignment across five key areas.

1. Mission Alignment

Member organizations align with the CASH mission:

We champion financial access and proven regenerative farming practices so smallholders can lead the way toward a profitable, resilient and sustainable future.

2. Engagement with Smallholder Communities

Members should meaningfully engage smallholder communities in Africa, Asia and Latin America transitioning to regenerative agriculture. Examples of smallholder engagement include:

- ▶ Advisory services or training
- ▶ Expanding access to finance
- ▶ Building market access for regenerative products
- ▶ Land tenure or gender rights support
- ▶ Access to inputs or technologies that contribute to regenerative agriculture or climate action
- ▶ Piloting or testing new regenerative farming practices

Member organizations ideally demonstrate implementation scale, or a commitment to achieve scale, typically serving at least five thousand smallholder farmers working to transition to regenerative farming.

3. Contribution to Coalition Strategy

Members contribute to one or both of the Coalition's strategic pillars by joining a working group and collaborating on joint activities. Members bring applied implementation insights to inform Coalition outputs. Examples include:

Financial Access

- ▶ Advocating for new financing to smallholder regenerative agriculture and climate action
- ▶ Sharing data and vetted financing models for investment in regenerative practices and climate solutions for smallholders
- ▶ Engaging with investors, philanthropists and governments on behalf of CASH

Regen in Action

- ▶ Contributing case studies or best practices on profitable and scalable regenerative agriculture and climate solutions to promote farmer adoption
- ▶ Jointly testing and developing tools and guidance that can be replicated broadly on regenerative practices and enabling conditions such as market access, gender equity, land rights, etc
- ▶ Sharing field insights and learnings with other members virtually and through hosted field visits for member technical staff

4. Organizational Capacity and Integrity

Members demonstrate they have the organizational and staff capacity to engage in Coalition activities. Member organizations also bring high integrity leadership, programs, and practices. Members have:

- ▶ Credible leadership and governance (e.g. reputation of integrity among peers, track record of collaborative work, commitment to transparency)
- ▶ Operational capacity to deliver smallholder focused programs
- ▶ Evidence-based approaches to impact and robust data monitoring systems
- ▶ Alignment with ethical and responsible agricultural practices

- ▶ Staff capacity to engage in Coalition working groups and initiatives
 - On average, members contribute 3-5 hours per month (across all staff involved) and more when working on selected joint tasks.

5. Commitment to Collaboration

The CASH Coalition is built on its members practicing radical collaboration. Members demonstrate a willingness to:

- ▶ Share lessons learned
- ▶ Collaborate with peer organizations
- ▶ Contribute to collective advocacy
- ▶ Prioritize shared goals over competition

Member Engagement Expectations

The CASH Coalition is a working coalition whereby membership requires active participation. To maintain membership, Members are expected at a minimum to:

- ▶ Join and engage in at least one Coalition strategic working group throughout the year (Financial Access or Regen in Action)
- ▶ Participate* in at least 75% of CASH All-Member Quarterly Meetings
- ▶ Participate* in at least 75% of all working group meetings
- ▶ Actively contribute to collective activities or initiatives and CASH strategy discussions throughout each year

**Participation is defined as more than just joining a meeting, but actively discussing topics, sharing ideas, collaborating on work products and completing follow up action items.*

Members will be evaluated annually by CASH administration and the Executive Committee to assess whether they are meeting minimum engagement

expectations. If a Member is no longer able to meet engagement criteria, they can pause their membership, become a Coalition Ally instead, or exit the Coalition.

CASH Allies do not have membership participation requirements, but are invited to join CASH initiatives as applicable. Allies will be requested to share their logos for display on the CASH website to show public support.

Benefits of Membership

CASH Coalition membership should benefit every Member or Ally organization. Our Coalition enables organizations to collectively address the barriers limiting smallholder regenerative farming adoption and climate action by driving systems level change. We come together to achieve outcomes as a team that cannot easily be accomplished on our own. Benefits of joining the Coalition include:

Collective Advocacy

Contribution to a stronger shared voice and position to influence financial systems, climate and agricultural policies, environmental markets and public agriculture funding.

Knowledge and Learning

Gain access to peer learning and practitioner insights, tools and guidance developed by the Coalition, and shared research and case studies.

Strategic Partnerships

Benefit from joint funding opportunities, partnerships with other Coalition members, and connections to research and policy institutions.

Visibility and Influence

Participation in global policy and finance discussions, including opportunities to speak at major convenings and highlight Member and Ally activities through Coalition communications and events.

Membership Selection Process

The Coalition's strategy and smallholder impact targets guide new member recruitment. Organizations may express interest in becoming a CASH Coalition Member or Ally by contacting CASH at admin@cashcoalition.earth or being nominated by a current member. Selection and onboarding of new members and allies happens on a quarterly basis. Applicants will receive a response within 60 days following each quarterly review.

Our new Member and Ally selection process is as follows:

1. Expression of interest or nomination by an existing member
2. Submission of a short application (link will be provided)
3. Review by the Membership Committee
4. Consultation with relevant members
5. Final approval by majority all member vote

Onboarding of New Members

New Members will receive structured onboarding including:

- ▶ Introduction to Coalition members
- ▶ Overview of Coalition strategy and strategic working groups
- ▶ Guidance on engagement opportunities and best alignment
- ▶ Check-ins with Membership Committee and CASH staff in first six months