

WHOLE PLANET™
FOUNDATION

EMPOWERING THE POOR
IN OUR GLOBAL COMMUNITIES
THROUGH MICROCREDIT





WHERE V
WHOLE PLANET FOUNDATION
COMMUNITIES WHERE WHOLE FO

LATIN AMERICA

Costa Rica - bananas
Guatemala - coffee
Honduras - bananas
Nicaragua - coffee

UNITED STATES

Queens, NYC - dairy

OUR MISSION

The mission of Whole Planet Foundation™ is to create economic partnerships through micro-credit with the poor in communities that supply Whole Foods Market® stores with product, with a focus on the developing world.

MICROCREDIT AND HOW IT WORKS

Microcredit is small loans—usually \$300 or less—requiring no collateral or contract. They are offered to the poorest of the poor, with a focus on women, to finance self-employment projects and generate income.

Whole Planet Foundation is focusing efforts on the developing world communities that supply Whole Foods Market stores with products such as fruit, vegetables, tea, and coffee. Microlending funds are not directed to Whole Foods Market suppliers, but rather to the poorest of the poor in the communities where these suppliers live and work. Providing the poor in these communities with access to credit empowers them with an opportunity them to lift themselves out of poverty.

VE WORK

MICROLENDING PROJECTS IN ODS MARKET SOURCES PRODUCT

AFRICA

Ethiopia - coffee

Kenya - coffee

ASIA

East Timor - coffee

India - spices

Indonesia - coffee

Nepal - tea

Thailand - rice

(on the cover)

This microcredit client grows coffee in rural Kenya where Whole Foods Market sources coffee (although not from microcredit clients). She and her husband use microcredit loans to grow their small coffee farming business and provide for their family. They are microcredit clients of Unitus and Jamii Bora Trust, Whole Planet Foundation partners. At the core of Jamii Bora (Swahili for “good families”) is a fundamental belief that any family, however poor or hopeless, is capable of getting themselves out of poverty.



OUR PARTNERS

To empower microcredit clients in our global communities, Whole Planet Foundation follows a multi-stakeholder model in our financing, operations and outreach. Our partners include Nobel Laureate Muhammad Yunus, Grameen Trust and other microfinance institutions around the globe, Whole Foods Market team members, customers and Supplier Alliance for Microcredit vendors.



Microcredit clients like Lidia who runs a small store out of her home in Honduras



Muhammad Yunus, founder of Grameen Bank and advisor to Whole Planet Foundation



Team Members like Kerry who volunteer in Guatemala and Costa Rica, and who have donated over half a million dollars for microcredit



Supplier Alliance for Microcredit vendors like these representatives from Allegro Coffee® and Stacy's® who support microlending projects



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