

WHOLE PLANET
FOUNDATION®

2015 ANNUAL REPORT

MEET JOSEFINA.

1 MILLION MICROLOANS
PROVIDING 7 MILLION
OPPORTUNITIES FOR A BETTER LIFE

wholeplanetfoundation.org

TABLE OF CONTENTS

Table of Contents	2
Retailers on a Mission	3
Who We Support	4
Where We Work	5
Positive Impact	6
Spotlight on Domestic Microfinance	7
In Her Words	8
2015 Financial Statement	9
Appreciating our Partners	12
Leadership Team	13



Josefina is a client of Whole Planet Foundation®'s microfinance partner FODEMI in Ecuador where Whole Foods Market® sources flowers. Josefina is a FODEMI borrower of more than 2.5 years who has grown her weaving business rapidly, from the loom she bought with her first loan to the current four looms in her workshop. Josefina makes intricate woven belts and cloth hair bindings that are part of the traditional ethnic wear of women in the Otavalo community. What started as a small business in the back room of her home has turned into a family enterprise with her three daughters working by her side. The profits help pay for one of the daughters to attend university. Josefina dreams of using her next loan to open a store of her own.

“I can work with my daughters here and at the store. No more selling to other stores. They can come to mine!”

RETAILERS ON A MISSION

FOUNDED IN 2005, Whole Planet Foundation was borne out of Whole Foods Market's desire to give something back to those who have helped the company succeed, while focusing on the persistent problem of world poverty and hunger. The Foundation was formed with the entrepreneurial spirit of Whole Foods Market and is now in partnerships with microfinance organizations in 69 countries around the globe, providing opportunities for 7 million people to live a better life through entrepreneurship.

LETTER FROM THE PRESIDENT

2015 marks ten years that we've been raising money and donating to fund microcredit loans. In retrospect, our initial goals were modest. We were aiming for about one million borrower family beneficiaries, or about 200,000 microentrepreneur loans in ten or more countries. I told John Mackey, Whole Foods Market's co-CEO and the Foundation's co-Chairman of the Board of Directors, that his desire to help one million people was maybe a little too optimistic if not a bit quixotic, as well. I was wrong.

By the end of 2015, ten years after startup, we had funded 1.3 million borrower-family loans, creating about 7.5 million opportunities in 69 countries. We have raised over \$76 million, authorized \$74 million in grants and disbursed \$52 million. Total loans supported by WPF is estimated to be \$841,000,000 (Purchasing Power Parity Index).

Philip Sansone,
President and Executive Director



Philip Sansone,
President and Executive Director



100% MODEL

Whole Foods Market covers Whole Planet Foundation's administrative costs so that every donation benefits microentrepreneurs around the globe.

WHO WE SUPPORT

WHOLE PLANET FOUNDATION'S MISSION is to alleviate poverty through microcredit in communities that supply Whole Foods Market stores with products. Our focus is on women in the developing world, where a small loan can help an entrepreneur build a home-based business that creates an opportunity for a better life for her family.

MICROCREDIT LOANS ARE SMALL – the current average first loan size is \$185 – and they don't require collateral or a contract. Small loans provide impoverished entrepreneurs with access to credit to create or expand a home-based business and the opportunity to generate income for their families. When these funds are repaid, they remain in the borrower's community to generate additional loans.

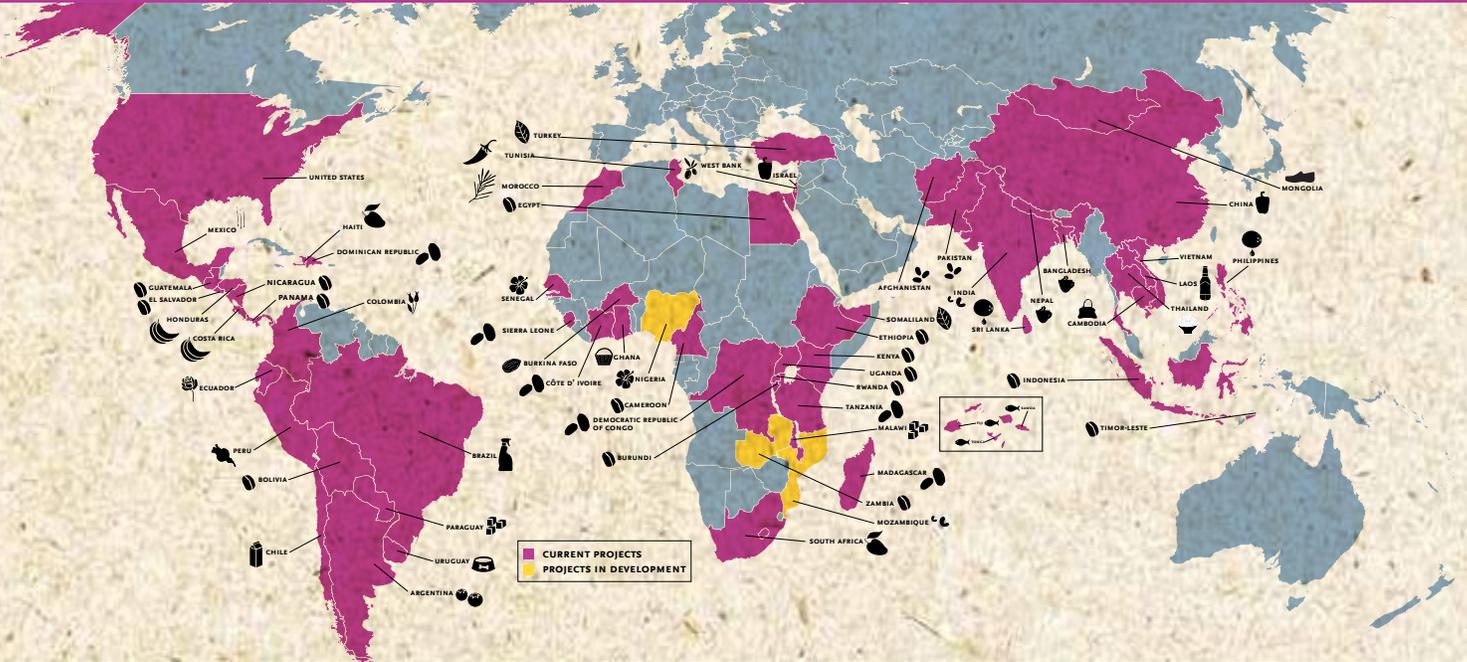
OUR PARTNERS are pro-poor microfinance organizations. The staff of these organizations are the key to reaching microcredit clients whose intelligence, perseverance, and ambition enable them to pursue their dreams on the road out of poverty toward prosperity. For a list of microfinance partners, visit wholeplanetfoundation.org/partners/microfinance-partners/.



Luisita is a microcredit client of Whole Planet Foundation's Haiti partner Fonkoze.

WHERE WE WORK

ALLEVIATING GLOBAL POVERTY



ON-LENDING CAPITAL GRANTS TO PRO-POOR MICROFINANCE PARTNERS IN 69 COUNTRIES



Mestawet is a microcredit client of Whole Planet Foundation's Ethiopia partner OCSSCO.

POSITIVE IMPACT

WHOLE PLANET FOUNDATION® WORKS TO ALLEVIATE POVERTY in communities where Whole Foods Market® sources products. Since the Foundation's inception in 2005, the value of loans supported by Whole Planet Foundation is more than \$350,000,000.

First Loan Disbursed:
April 2006

Authorized Disbursements:
\$69,337,065

Disbursed Via Microfinance Organizations:
\$52,758,810

Client Families Reached Due to WPF Support:
1,310,826

Opportunities for a Better Life:
7,064,000

Average First Loan Size in the Developing World:
\$185

Repayment Rate:
97%

Women Clients:
87%



Sheila is a microcredit client of Whole Planet Foundation's partner CASHPOR in India where Whole Foods Market sources cashews.

ALLEVIATING POVERTY IN THE UNITED STATES, CANADA AND THE UNITED KINGDOM

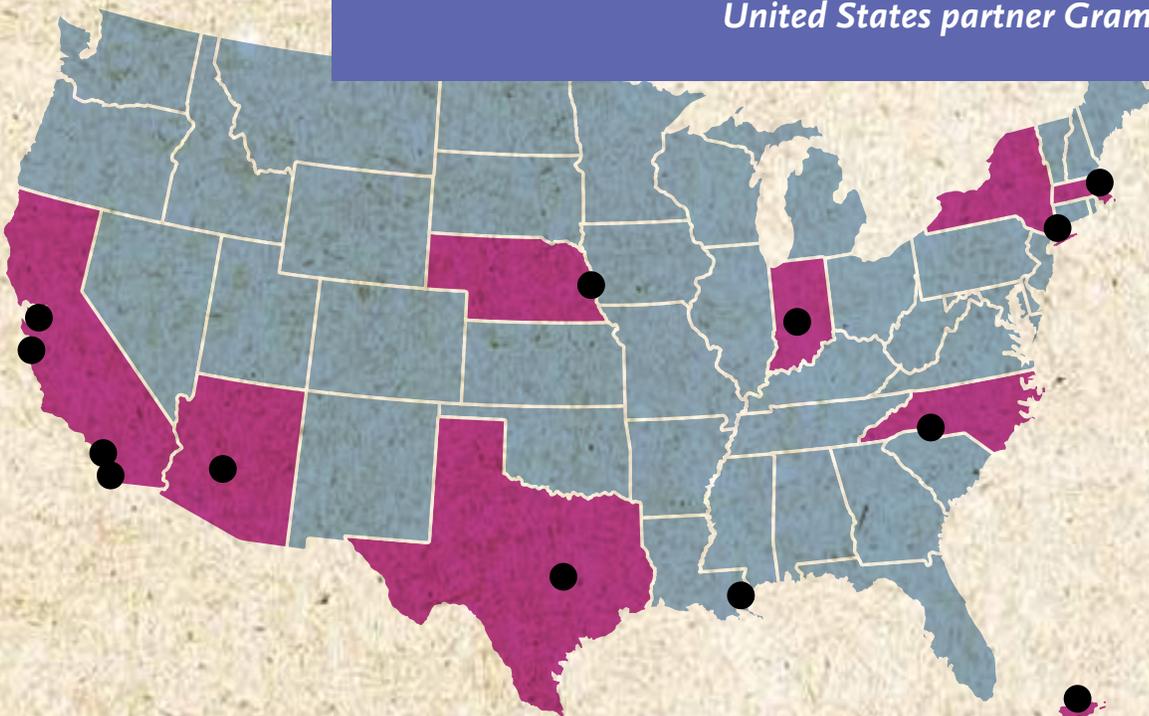
IN 2007, we started supporting Grameen America as our first microfinance partner in the United States. Given the success of microcredit in the United States and the desire of our donors to alleviate poverty everywhere around the globe, Whole Planet Foundation expanded our outreach to serve the underserved where Whole Foods Market operates store in Canada and the United Kingdom.

COMBINED IMPACT

Total authorized grants: \$5.39 million
WPF funds disbursed: \$3.95 million
Total loans disbursed: more than 180,000 microloans
Value of loans supported by WPF: \$12 million
Average first loan size: \$2,549
Clients funded by WPF: more than 7,700
Repayment rate: 92.8%
Women clients: 65%



Florentina is a microcredit client of Whole Planet Foundation's United States partner Grameen America.



IN HER WORDS

Menuka is a client of Whole Planet Foundation®'s microfinance partner Nirdhan Utthan Bank in Nepal where Whole Foods Market® sources tea. She is from Falate, a rural village in the eastern highlands of Nepal. She grew up in a nearby community where similar rolling hillsides, thick with tea plants rise high above the clouds. Menuka and her husband are happy to raise their children in the remote highlands however both express their concern over the limited opportunities for work.

As a newly initiated center chief of her lending group, Menuka is proud to hold a leadership role in her community and hopes to inspire other women to find a similar path. Two years ago she obtained her first cycle loan with Nirdhan Bank, in the amount of 30,000 Nepalese Rupee (NPR) (\$320 USD), utilized to purchase a milk cow. This initiated her first small business in dairy production and she now sells her milk and homemade yogurt at the local market.



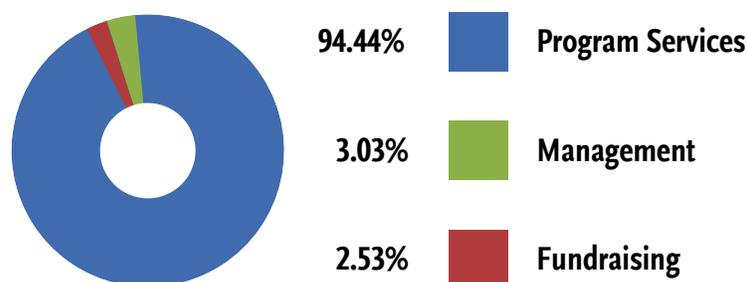
“My son, (age 5) he wants to be an engineer and we agreed that my daughter will be a doctor, although she is only 2 (laughing). I will support whatever they choose and only want to provide them as many opportunities as possible.”

2015 FINANCIAL STATEMENT

STATEMENT OF FINANCIAL POSITION AND STATEMENT OF FINANCIAL ACTIVITY

Operating Revenue	2015
WFM contributions	\$ 3,137,715.65
Supplier and Corpotate Contributions	\$ 2,417,347.61
Cookbook and CC book	\$ 60,087.52
Annual Prosperity Campaign	\$ 4,135,441.08
WFM TM contributions	\$ 933,667.42
Individual Contributions	\$ 339,596.43
Return on Investments	\$ 258,899.89
Total Operating Revenue	<u>\$ 11,282,755.60</u>
Operating Expenses	
Program disbursements	\$ 9,598,550.00
Performance Awards to MFI partners	\$ 115,760.00
Total Program Services	<u>\$ 9,714,310.00</u>
MFI Support	\$ 889,539.26
Field Program Mmgt	\$ 420,818.41
Total MFI Support Services	<u>\$ 1,310,357.67</u>
Total Operating Expenses	<u>\$ 11,024,667.67</u>
Supporting Services	
Fundraising	\$ 294,970.49
Management and General	\$ 353,941.72
Total Supporting Services	<u>\$ 648,912.21</u>
Changes in Temporarily Restricted Net Assets	
Time Restricted Contributions	\$ 1,684,596
Net Assets Release from Restriction	\$ (1,169,313.00)
Change in Temporarily Restricted Assets	<u>\$ 515,283</u>
Change in Net Assets	\$ (1,024,820)
Net assets, beginning of the year	\$ 13,455,371
Net assets, end of year	\$ 12,430,551

Our Efficiency



2015 FINANCIAL STATEMENT

STATEMENT OF FINANCIAL POSITION AND STATEMENT OF FINANCIAL ACTIVITY

		Jan - Dec 15	Jan - Dec 14		
Income					
	Total Whole Foods Market Contributions	3,135,736.93	3,660,253.91		
	Total Corporate Contributions	2,477,435.13	1,699,306.59		
	Total Annual Campaign	4,135,441.08	6,951,417.61		
	Total Individual Donations	1,273,263.85	1,328,690.68		
	Total Other Types of Income	-213,536.36	76,337.43		
	Total Income	10,808,340.63	13,716,006.22		
Expense					
Program Expenses					
Program Grants					
	Jan - Dec 15	Jan - Dec 14	Jan - Dec 15	Jan - Dec 14	
Costa Rica	350,000.00	350,000.00	Brazil	0.00	200,000.00
Guatemala	54,000.00	0.00	South Africa	350,000.00	150,000.00
Nicaragua	0.00	107,500.00	Somaliland	100,000.00	100,000.00
Honduras	50,000.00	0.00	Puerto Rico	350,000.00	0.00
Ethiopia	50,000.00	250,000.00	USA - Austin	600,000.00	0.00
Nepal	128,744.00	0.00	USA - Boston	300,000.00	0.00
Kenya	700,000.00	0.00	USA - San Jose	100,000.00	0.00
Thailand	0.00	216,667.00	Burundi	0.00	214,988.00
Haiti	0.00	500,000.00	Malawi	90,351.00	0.00
Dominican Republic	200,000.00	0.00	Inner Mongolia, China	150,000.00	0.00
Ghana	0.00	35,000.00	Senegal	150,000.00	300,000.00
Rwanda	339,570.00	0.00	Peru	0.00	115,800.00
Senegal	150,000.00	0.00	USA - Omaha	0.00	250,000.00
Morocco	0.00	200,000.00	Nepal	0.00	159,091.00
Paraguay	0.00	104,200.00	Cambodia	0.00	109,931.00
Israel	175,000.00	175,000.00	Cambodia	100,000.00	60,000.00
Philippines	272,155.00	0.00	Nepal	0.00	117,000.00
Colombia	0.00	190,000.00	Ivory Coast	100,000.00	150,000.00
Nicaragua	167,500.00	0.00	India	0.00	1,220,000.00
Cambodia	334,691.00	0.00	Paraguay	0.00	500,000.00
Sierra Leone	166,000.00	167,000.00	Dem. Republic of Congo	0.00	82,700.00
Samoa	-350,000.00	0.00	Vietnam	0.00	480,000.00
Peru	0.00	300,000.00	Tanzania	0.00	100,000.00
Sri Lanka	250,000.00	0.00	Congo	0.00	500,000.00
Burundi	378,158.00	0.00	USA - New Orleans	0.00	150,000.00
Brazil	0.00	200,000.00	El Salvador	103,500.00	103,500.00
Bangladesh	0.00	112,500.00	Rwanda	0.00	218,400.00
Tanzania	225,120.00	0.00	Panama	0.00	250,000.00
Uruguay	-100,000.00	0.00	India	201,876.00	0.00
Laos	100,000.00	0.00	Brazil	56,660.00	0.00
USA - Oakland	0.00	100,000.00	Burkina Faso	215,000.00	0.00
Madagascar	200,000.00	200,000.00	Colombia	350,000.00	0.00
Ghana	115,000.00	75,000.00	Zambia	213,125.00	0.00
Tonga	-69,825.00	69,825.00	Bhutan	100,000.00	0.00
Uganda	323,000.00	0.00	Togo	100,000.00	0.00
USA - Los Angeles	0.00	100,000.00	USA - Iowa	100,000.00	0.00
USA - Charlotte	100,000.00	0.00	Panama	150,000.00	0.00
Fiji	0.00	116,000.00	Myanmar	184,636.00	0.00
Mongolia	100,000.00	100,000.00	Haiti	500,000.00	0.00
Indonesia	249,244.00	0.00	Gambia	100,045.00	0.00
USA - Phoenix,	75,000.00	30,000.00	Nigeria	100,000.00	0.00
Salt Lake City & San Diego			Program Expenses	0.00	0.00
			Field Officer Award	115,760.00	5,811.00
			Program Grants - Other	0.00	189,366.00
	Total Program Grants			9,714,310.00	9,500,579.00
	Total Microfinance Programs			998,134.19	1,171,179.99
	Total Monitoring and Evaluation			25,471.81	30,105.23
	Total Education and Awareness			286,751.67	248,623.18
	Total Program Expenses			11,024,667.67	10,950,487.40
	Total Fundraising and Communications			294,970.49	463,301.66
	Total Management and General			383,971.51	327,980.76
	Total Expense			11,703,609.67	11,741,769.82
	Net Income			-895,269.04	1,974,236.40

APPRECIATING OUR DONORS

\$33 MILLION

from Whole Foods Market shoppers

\$20 MILLION

from Whole Foods Market

\$7.5 MILLION

from Whole Foods Market employees

\$7 MILLION

from Whole Foods Market suppliers



DONOR PARTNERS



OUR LEADERSHIP

BOARD OF DIRECTORS

A.C. Gallo, President and Chief Operating Officer, Whole Foods Market

Glenda Flanagan, Executive Vice President and Chief Financial Officer, Whole Foods Market

Jeff Teter, President/General Manager, Allegro Coffee Company

Jeff Turnas, President of 365 by Whole Foods Market™, Whole Foods Market

Joe Rogoff, Pacific Northwest Regional President, Whole Foods Market

John Mackey, Co-founder and Co-CEO of Whole Foods Market, Chairman of the Board for Whole Planet Foundation

Lee Valkenaar, Co-Chairman of the Board, Whole Planet Foundation

Philip Sansone, President and Executive Director, Whole Planet Foundation

Rob Twyman, Regional President Northern California, Whole Foods Market

Roberta Lang, Vice President and General Counsel, Whole Foods Market

Walter Robb, Co-CEO, Whole Foods Market

Will Paradise, 25 Year Team Member, Whole Foods Market

LEADERSHIP TEAM

Genie Bolduc, Volunteer Program Manager

Brian Doe, Africa and Middle East Regional Director

Olivia Hayden, Digital Fundraising Specialist

Claire Kelly, Asia/Pacific Regional Director

Sandy Mariscal, Marketing & Outreach Specialist

Roxana Newton, Latin America Regional Director

Victor Quiroz, Administrator of Systems

Philip Sansone, President and Executive Director

Zoe So, Africa Deputy Programs Director

Joy Stoddard, Executive Development and Outreach Director

Jessica Villanueva, Financial Analyst

Daniel Zoltani, Global Programs Director



Gladis is a microcredit client of Whole Planet Foundation's microfinance partner Grameen Ghana.



Awa Diop is a client of Whole Planet Foundation®'s microfinance partner CAURIE Microfinance in Senegal where Whole Foods Market® sources hibiscus juice.

Join the conversation



**WHOLE PLANET FOUNDATION
550 BOWIE STREET
AUSTIN, TEXAS 78703 USA**

**OFFICES IN TEXAS, UNITED STATES /
HANOI, VIETNAM / NAIROBI, KENYA /
LONDON, ENGLAND
WHOLEPLANETFUNDATION.ORG**

WHOLE PLANET
FOUNDATION®