



Meet Enung.

WHOLE PLANET[®]
FOUNDATION

2017 ANNUAL REPORT

2.6 MILLION MICROLOANS AND COUNTING



wholeplanetfoundation.org



ENUNG'S TRADITIONAL RICE CAKE BUSINESS

Enung (front cover) is from West Java, Indonesia. With her business partner Enah (back cover), she makes traditional Indonesian rice cakes called Longtong. Enung buys rice at the market every day to make the cakes, which sell for 500 Indonesian Rupiah (IDR) (4 cents) per piece. With the help of additional staff they can produce 1,000 Longtong for parties and events. Enung's first microloan from Whole Planet Foundation®'s microfinance partner KOMIDA was 1,000,000 IDR (\$76 USD) and her current loan is 2,000,000 IDR (\$153 USD). Each loan was used to purchase rice and supplies to grow the women's business.



Photos: WPF's Claire Kelly

LETTER FROM OUR EXECUTIVE DIRECTOR

Whole Planet Foundation was established in 2005 to alleviate global poverty through microcredit. Supporting entrepreneurs in the world's emerging economies is at the heart of what we do. Many of us on the Whole Planet Foundation team have been a part of the journey since the Foundation was conceived in a moment of inspiration by Whole Foods Market® CEO John Mackey twelve years ago.

Over those last twelve years, Whole Planet Foundation has come far in realizing our vision to empower microentrepreneurs through access to capital. At the end of 2017, our efforts had created more than 2.6 million loans for entrepreneurs since organizational inception. Since inception, we have distributed more than \$69 million to fund microfinance around the world.



Philip Sansone, President and Executive Director

I am proud of the diligent and meticulous work of Whole Planet Foundation's field team in identifying and evaluating projects to support through our microfinance institution partners (MFIs). We know we are supporting the best of the best. These MFIs must pass rigorous due diligence to be funded and then must perform exceptionally on more than 30 key performance indicators on a quarterly basis in order to remain in good standing with the Foundation.

Whole Planet Foundation relies on its ambassadors to fulfill our mission—so whether you are a donor, supplier partner, advocate, or volunteer—thank you. If you have not yet joined the ranks of the thousands of individuals and businesses who have come together to provide opportunities for micro-entrepreneurs in emerging economies around the world, we invite you to learn more about us on our website, wholeplanetfoundation.org, and to join us in making a sustainable impact.

Saludos,
Philip Sansone
President and Executive Director


100%
OF YOUR
DONATION
ALLEVIATES
GLOBAL
POVERTY

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

GLOBAL POVERTY STATISTICS



Nearly **2 BILLION** people worldwide do not have a bank account.

50% of those who lack access to financial services are women, people living in poverty, or individuals who are not in the workforce.



1 IN 10 people were living in extreme poverty in 2013. That's 767 million people living on less than \$1.90 per day.

Children make up **44%** of people who are living in extreme poverty.



All statistics courtesy of World Bank Open Databank.



"If you go into the real world, you cannot miss seeing that the poor are poor not because they are untrained or illiterate, but because they cannot retain the returns of their labor. They have no control over capital, and it is the ability to control capital that gives people the power to rise out of poverty."

- Dr. Muhammad Yunus, Banker to the Poor: Micro-Lending and the Battle Against World Poverty

MICROCREDIT IS SUSTAINABLE

Loan repayments stay in the communities where we fund microcredit. The high repayment rate across our projects means donations continue to cycle through communities as they are repaid and re-loaned, reaching more entrepreneurs and their families in the 71 countries where we work.

97%
REPAYMENT
RATE



Your donation to
**WHOLE
PLANET**
FOUNDATION*

100% of
donations go to
microfinance
institutions
(MFIs)

Money
returned
to MFI

Microloans



87%
WOMEN
ENTREPRENEURS

Our pro-poor microfinance partners (MFIs) administer the microloans we fund. Using a wide array of responsible finance indicators, our field team visits microfinance partners yearly and audits metrics from the field quarterly to ensure the MFI is working to empower the poorest people in their communities. Every dollar we give is dedicated exclusively to fund microfinance projects.

94
MICROFINANCE
PARTNERS





HOW A PROJECT RECEIVES FUNDING



1

MICROFINANCE PARTNER IDENTIFIED

Our team researches responsible lenders in countries where Whole Foods Market sources products.

2

REGIONAL DIRECTOR VISITS PARTNER

Our four regional directors visit potential new partners and evaluate them on responsible performance indicators.



3

REGIONAL DIRECTOR WRITES PROPOSAL

Proposals dig into 30+ key performance indicators and require extensive research and interviewing of MFI staff.

THE DECISION TO FUND A PROJECT

When initially assessing the viability and ongoing efficacy of Whole Planet Foundation-funded projects, our field team reports on a wide range of responsible performance indicators. The key pillars of Whole Planet Foundation are:

- Affordability/Transparency
- Accessibility
- Supportiveness

Some of the metrics we consider when evaluating a partner:



1. Percent of female members
2. Repayment rate for institution
3. Average first loan size for institution
4. Loan terms and conditions
5. Total beneficiaries at institution
6. Field officer productivity

A TIMELINE OF THE APPROVAL PROCESS



4

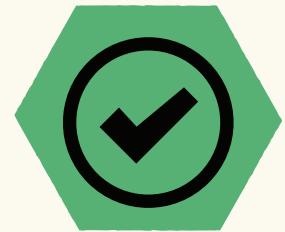
PROPOSAL SUBMITTED BY PROGRAM STAFF

Proposals are reviewed by the Global Programs Director and the President and Executive Director.

5

BOARD OF DIRECTORS VOTE

A unanimous vote is required to approve funding for each project.



6

WPF FUNDS DISBURSED

Monitoring and evaluation of the new partner begins and is ongoing for the life of the project.

MONITORING AND EVALUATION

After a project is funded, Whole Planet Foundation's field team members visit the partner annually to monitor and evaluate progress. Pictured: WPF's Brian Doe visits our microfinance partner Babban Gona in Nigeria to evaluate an agricultural loan product we have supported since 2015.



YOU HELP US MAKE A GLOBAL IMPACT

**FUNDS
DISBURSED**

2017

\$6.3M

2005-2017

\$69.5M

**MICROLOANS
CREATED**

2017

699,000

2005-2017

2,618,000

See our current impact, updated quarterly: wholeplanetfoundation.org/our-impact/



Photo: Armando Huerta

\$182

**AVERAGE FIRST
MICROLOAN**

Name: Mona

Location: Haiti

Business: Bakery

Microfinance Partner: Fonkoze



Photo: WPF's Roxana Newton

"I want to buy a table and chairs so my customers can sit. I'll be able to offer things to go with my tortillas."

IN HER WORDS: MARIBEL'S STORY

Maribel has been making and selling corn tortillas for the past seven years, with the last three at her own stand off a busy avenue in San Salvador. When Maribel was looking for some money to buy supplies for her tortilla stand, a neighbor mentioned La Asociación Salvadoreña de Extensionistas Empresariales del INCAE (ASEI), WPF's microfinance partner in El Salvador.

"I was scared. One's always afraid when someone offers money."

She decided to accompany her neighbors to hear the credit officer from ASEI explain how their communal bank lending works.

"I asked a bunch of little things during the meeting until I felt comfortable."

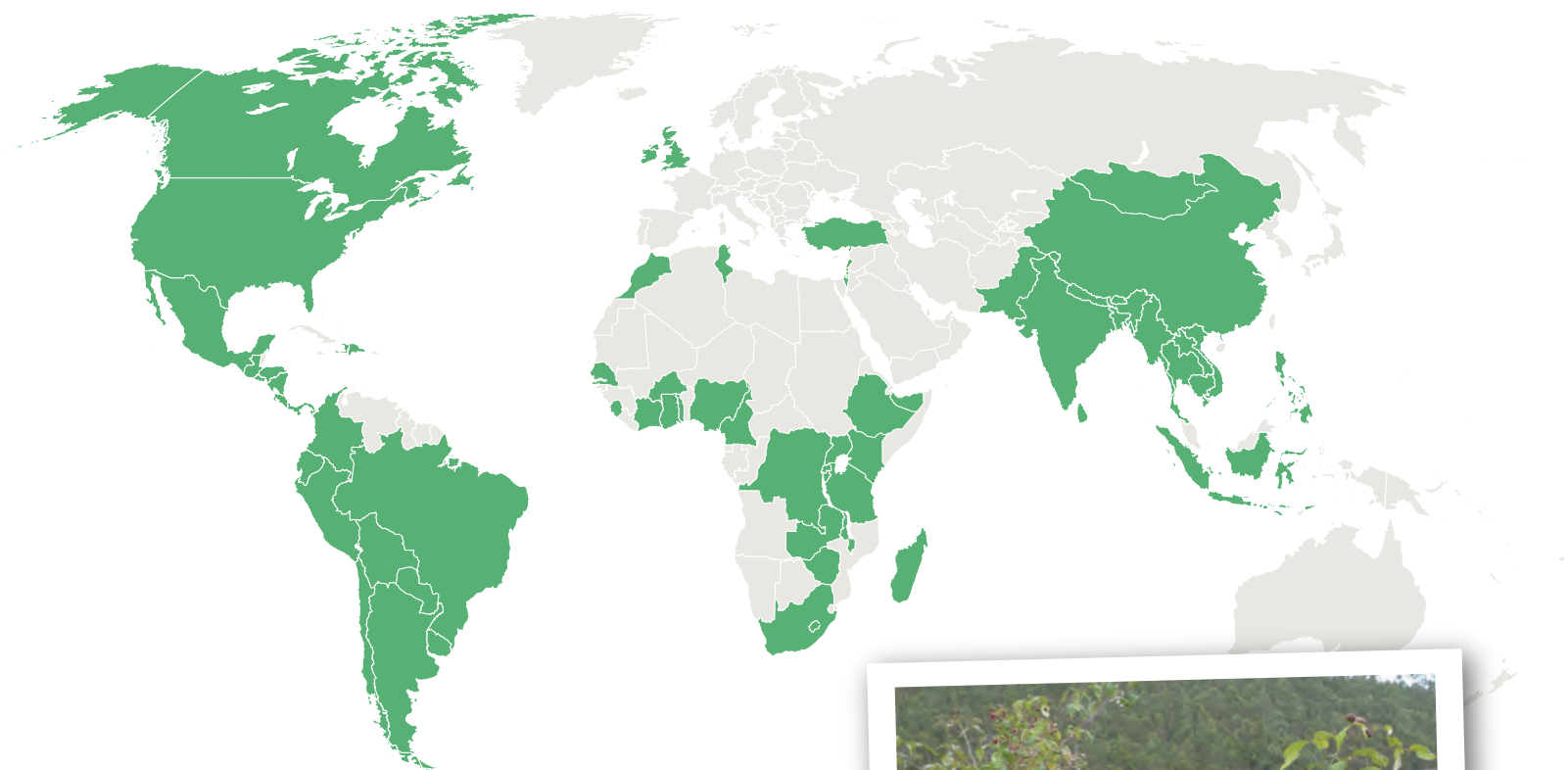
Already in the fourth month of her first-ever microloan when we met her, Maribel is looking forward to her next loans. She sells an average of 320 tortillas a day, selling four for 25 cents. With the growing profits from her business, Maribel is able to keep up with her loan payments.

Did You Know? Over 30% of Salvadorans live under the poverty line. Remittances from Salvadorans working in the United States sent to family members amounted to 20% of their GDP in 2017.

Sources: World Bank; centralamericandata.com

WHERE WE WORK

ALLEVIATING POVERTY IN 71 COUNTRIES



MICROLENDING PROJECTS

NEW IN 2017

23

2005-2017

173

MICROFINANCE PARTNERS

NEW IN 2017

11

2005-2017

94



Name: Maria
Location: Ecuador
Business: Tomatoes
MFI: VisionFund Ecuador

Visit our website to see an interactive map:
wholeplanetfoundation.org/where-we-work

Photo: Armando Huerta

IMPACT IN THE UNITED STATES



Photo: WPF's Sandy Mariscal

Guadalupe loves to cook, but had trouble accessing capital for her business in Queens, New York. Now she owns her own restaurant with a microloan from our largest United States partner, Grameen America.

Disbursed to
Microfinance Partners

\$5.2M

Average First Loan

\$1,549

Approx. # of
Microcredit Loans

12,000

Active Cities

16

Approx. Value of Loans
Supported by WPF

\$22.1M

Repayment Rate

99%

First Loan Disbursed

**AUGUST
2008**

Women Entrepreneurs

99%

Active Entrepreneurs

2,400

Whole Planet Foundation funds microcredit with Grameen America in Austin, New York, Los Angeles, Boston, Oakland, Omaha, and 9 additional cities in the United State and Puerto Rico.



OUR MICROFINANCE PARTNER



Berendina Microfinance Institute (BMI) staff. Photo: WPF's Claire Kelly

CREATING OPPORTUNITIES FOR WOMEN IN SRI LANKA

Berendina Microfinance Institute (BMI) was incorporated in 2007 to provide access to quality microfinance to the most vulnerable in Sri Lanka. The company is known for its “credit plus” services, providing financial and technical assistance to their clients.

BMI's microlending model is collateral-free, and uses a group lending model. The company intends to expand, especially to the North and East districts, which are highly deprived and have suffered from years of conflict. With Whole Planet Foundation funds, BMI intends to expand their Kaluwanchikudy branch, covering the east coast of the country.

BMI Serves

98%

Women
Clients



Name: Ranjini
Business: Basket Weaving
Microfinance Partner: BMI

Photo: WPF's Claire Kelly

ALLEVIATING POVERTY IN SRI LANKA



Photo: WPF's Claire Kelly



SUPPORTING BORROWERS, GROWING INCOME

This group of Berendina Microfinance Institute members are in different solidarity groups for borrowing, but today they come together because of their common enterprise activity: weaving natural baskets from Palmera leaves.

Most do the basket weaving as a side project while for some it is their main source of income. By uniting, the Berendina members who are all involved in producing craft items from Palmera leaves gain opportunities to learn new skills and expand their income.

Did You Know? 45% of the population of Sri Lanka lived on less than \$5 per day in 2013.

Source: World Bank, 2017

OUR GENEROUS SUPPORTERS

100%

OF YOUR
DONATION

ALLEVIATES
GLOBAL
POVERTY

\$42 MILLION from Whole Foods Market® customers

\$10 MILLION from Whole Foods Market supplier partners

\$8 MILLION from Whole Foods Market Team Members

\$1 MILLION from corporate contributions

\$700,000 from individual donors

100% of your donation funds microcredit loans to the world's poorest entrepreneurs. Whole Foods Market covers our operating expenses.



\$22 MILLION from

"I've been lucky enough to meet microcredit clients in Paraguay, Guatemala, Togo, and the United States. These women are amazing, confident, and innovative. The fact that Seventh Generation and Unilever support WPF through an annual donation and through event sponsorships is very meaningful because I've seen the Foundation's work in action. To be a part of the mission and empower women living all over the world is an honor."



GAYLE GRINDLEY

Sales Director
Unilever

THANK YOU FOR YOUR SUPPORT

OUR GENEROUS SUPPLIER PARTNERS



OUR 2017 COMMUNITY PARTNERS

\$20,000+

\$10,000-\$19,999

\$1,000-\$9,999



west elm



New Jersey Home Rentals
St. Brendan's Episcopal Church

WHOLE PLANET FOUNDATION TEAM*

**Updated September 2018*

Brian Doe, Regional Director, Northern/Western Africa and the Middle East

Claire Kelly, Regional Director, Asia/Pacific

Daniel Zoltani, Executive Global Programs Director

Ellen Bettis, Fundraising Program Manager

Genie Bolduc, Global Educator and Volunteer Program Manager

Jessica Villanueva, Finance Coordinator

Joy Stoddard, Executive Development and Outreach Director

J.P. Kloninger, Regional Director, North America and Latin America

Olivia Hayden, Digital Fundraising Specialist

Philip Sansone, President and Executive Director

Sandy Mariscal, Marketing & Outreach Program Manager

Victor Quiroz, Data Analyst

Zoe So, Regional Director, Eastern and Southern Africa



Not pictured: J.P. Kloninger



WHOLE PLANET FOUNDATION LEADERSHIP*

**Updated September 2018*

BOARD OF DIRECTORS

A.C. Gallo, President and Chief Operating Officer, Whole Foods Market
Angela Lorenzen, Regional President, Pacific Northwest Region, Whole Foods Market
Asim Shad, Finance Director, United Kingdom Region, Whole Foods Market
Bill Jordan, Regional President, Rocky Mountain Region, Whole Foods Market
Brian O'Connell, Global Vice President of Team Member Services, Whole Foods Market
Glenda Flanagan, Executive Vice President and Senior Advisor, Whole Foods Market
Heather Stern, Global Vice President of Legal Affairs and General Counsel, Whole Foods Market
Jeff Teter, President/General Manager, Allegro Coffee Company
Jeff Turnas, President of 365 by Whole Foods Market™, Whole Foods Market
Karen Christensen, Global Vice President of Procurement-Perishables, Whole Foods Market
Lee Valkenaar, Co-Chairman of the Board, Whole Planet Foundation
Michael Bashaw, Regional President, Midwest Region, Whole Foods Market
Omar Gaye, Regional President, Southwest Region, Whole Foods Market
Philip Sansone, President and Executive Director, Whole Planet Foundation
Rick Bonin, Regional President, North Atlantic Region, Whole Foods Market

UNITED KINGDOM BOARD OF DIRECTORS

Albert Percival, Associate General Counsel, Whole Foods Market
Brian Doe, Africa and Middle East Regional Director, Whole Planet Foundation
Daniel Zoltani, Executive Global Programs Director
Joy Stoddard, Executive Development and Outreach Director, Whole Planet Foundation
Lee Valkenaar, Co-Chairman of the Board, Whole Planet Foundation
Patricia Yost, Global Tax Director, Whole Foods Market
Philip Sansone, President and Executive Director, Whole Planet Foundation
Vera Hale, Customer Service Coordinator, United Kingdom Region, Whole Foods Market

CANADA BOARD OF DIRECTORS

Cristina DosSantos, Store Team Leader, Whole Foods Market
Daniel Zoltani, Executive Global Programs Director
Joy Stoddard, Executive Development and Outreach Director, Whole Planet Foundation
Lee Valkenaar, Co-Chairman of the Board, Whole Planet Foundation
Patricia Yost, Global Executive Coordinator - Tax, Whole Foods Market
Philip Sansone, President and Executive Director, Whole Planet Foundation



FINANCIAL STATEMENTS

Consolidated Statement of Financial Position - Years ended Dec. 31, 2017 and 2016

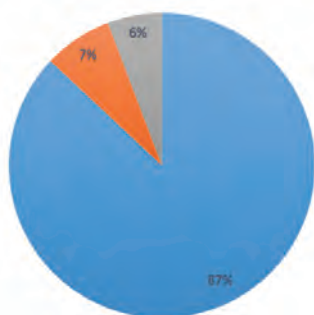
	2017	2016
ASSETS		
CURRENT ASSETS:		
Cash and cash equivalents	\$ 2,969,975	\$ 2,270,861
Pledges receivable, net	1,767,613	1,455,918
Accounts receivable	462,485	415,052
Investments	5,191,774	4,555,028
Travel advances prepaid	11,000	11,000
Prepays and other current assets	26,014	154,578
Total current assets	10,428,861	8,862,437
ACCOUNTS RECEIVABLE	415,720	407,175
INVESTMENTS	-	24,597
FIXED ASSETS, net	50	943
TOTAL	\$ 10,844,631	\$ 9,295,152
LIABILITIES AND NET ASSETS		
LIABILITIES:		
Accounts payable	\$ 7,725	\$ 90
Accrued expenses	28,025	-
Total liabilities	35,750	90
NET ASSETS:		
Unrestricted	9,576,881	8,129,466
Temporarily restricted	1,232,000	1,165,596
Total net assets	10,808,881	9,295,062
TOTAL	\$ 10,844,631	\$ 9,295,152

For detailed notes on financial position, please visit our website: wholeplanetfoundation.org/about/financials.

FINANCIAL STATEMENTS

Consolidated Statements of Activities - Years ended Dec. 31, 2017 and 2016

	2017	2016
CHANGES IN UNRESTRICTED NET ASSETS:		
REVENUES:		
Contributions	\$ 7,448,117	\$ 6,792,174
Recovery of loans	750,489	-
Investment income	623,561	377,843
Total revenues	8,822,167	7,170,017
Net assets released from restrictions	1,165,596	1,657,565
Total revenues and net assets released from restrictions	9,987,763	8,827,582
EXPENSES:		
Program	7,485,010	10,682,203
Fundraising and communications	623,135	490,069
Management and general	494,579	462,733
Total expenses	8,602,724	11,635,005
Change in unrestricted net assets from operations	1,385,039	(2,807,423)
Foreign currency translation adjustments	62,376	(27,362)
Change in unrestricted net assets	1,447,415	(2,834,785)
CHANGES IN TEMPORARILY RESTRICTED NET ASSETS:		
Contributions	1,232,000	1,356,861
Net assets released from restrictions	(1,165,596)	(1,657,565)
Change in temporarily restricted net assets	66,404	(300,704)
CHANGE IN NET ASSETS	1,513,819	(3,135,489)
NET ASSETS, beginning of year	9,295,062	12,430,551
NET ASSETS, end of year	\$ 10,808,881	\$ 9,295,062



■ Programs: 87%
■ Fundraising: 7%
■ Management and General: 6%

■ Program ■ FR ■ MGA

For detailed notes on financial position, please visit our website: wholeplanetfoundation.org/about/financials.



Name: Enah

Business: Making Rice
Cakes (Longtong)

Microfinance Partner:
KOMIDA in Indonesia

WHOLE PLANET[®]
FOUNDATION

Join the conversation online!
@wholeplanet

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Austin, Texas 78703

wholeplanetfoundation.org