

WHOLE PLANET FOUNDATION



Annual Report 2020

Staff and field officers from Whole Planet Foundation's microfinance partner KOMIDA in Indonesia distribute masks, education, and food during the COVID-19 pandemic.

Resilience & Gratitude

Our Impact in 2020

Funds Disbursed

\$5.46M



\$90M since 2005

715,000



4.7M since 2005

*Microloans
Created*

*Opportunities for
Entrepreneurs &
Their Families*

3.9M



25.3M since 2005



Letter from our Executive Director

Dear Whole Planet Foundation Supporter,

2020 was an unprecedented year for our global community. Now, more than ever, we are impressed by the resilience we've seen from our partner microfinance institutions and the entrepreneurs who are working to lift themselves and their families out of poverty.

Across the world, over 1 billion people have lost their jobs or seen their incomes fall, resulting in "over 900 million experiencing hunger and food security issues," per the World Bank and United Nations. As the world shut down to varying degrees because of the pandemic, microentrepreneurs were impacted in many ways. Restaurants and souvenir shops struggled to stay afloat as the travel and tourism industries collapsed. Domestic and international travels were restricted, cutting off supply lines for those who purchased wholesale items from neighboring countries. In some cases, curfews and other governmental restrictions made it difficult for entrepreneurs to continue business as usual.

Although the global pandemic meant our field team was unable to physically visit our microfinance partner organizations for monitoring and evaluation, our team deployed a new strategy for remote due diligence, allowing us to stay in touch with our valuable implementing partners. Whole Planet Foundation is proud to work with microfinance institutions who operate with a commitment to transparency, openness, supportiveness, and accessibility. Throughout this difficult time, we have seen our partners offer moratoria on loan repayments, restructure loans for clients affected by the pandemic, and even provide new loan products designed to help entrepreneurs chart a new course due to changing business environments.

While 2020 was a year that challenged our team, we look ahead to 2021 and beyond with immense gratitude for the generosity of our donors and supporters of our mission. Thank you for your ongoing commitment to Whole Planet Foundation's work to alleviate poverty by helping people in poverty with opportunities to change their own lives.

Sincerely,

Philip Sansone, President and Executive Director

Responses to the COVID-19 Pandemic



Bolivia / Sembrar Sartawi

Many of our Latin America microfinance partners, including Sembrar Sartawi, were able to offer alternative repayment plans to clients through refinancing or a 3-to-6-month grace period on payments and interest during the global pandemic.

Tanzania / BRAC

Field staff of our microfinance partner BRAC Tanzania observe social distancing and hygiene requirements in their branch offices during the pandemic.



Guatemala / Friendship Bridge

At the onset of the pandemic, Friendship Bridge made thousands of calls to clients in order to share health precautions and find out clients' needs. They immediately learned that lockdowns forced many to face hunger while unable to leave their homes to generate a daily income. To address this urgent need, Friendship Bridge developed an emergency food relief program by raising \$65,000 to purchase and deliver 3,300 food kits in rural areas of Guatemala, effectively feeding more than 15,000 people.

Supporting Clients & Communities

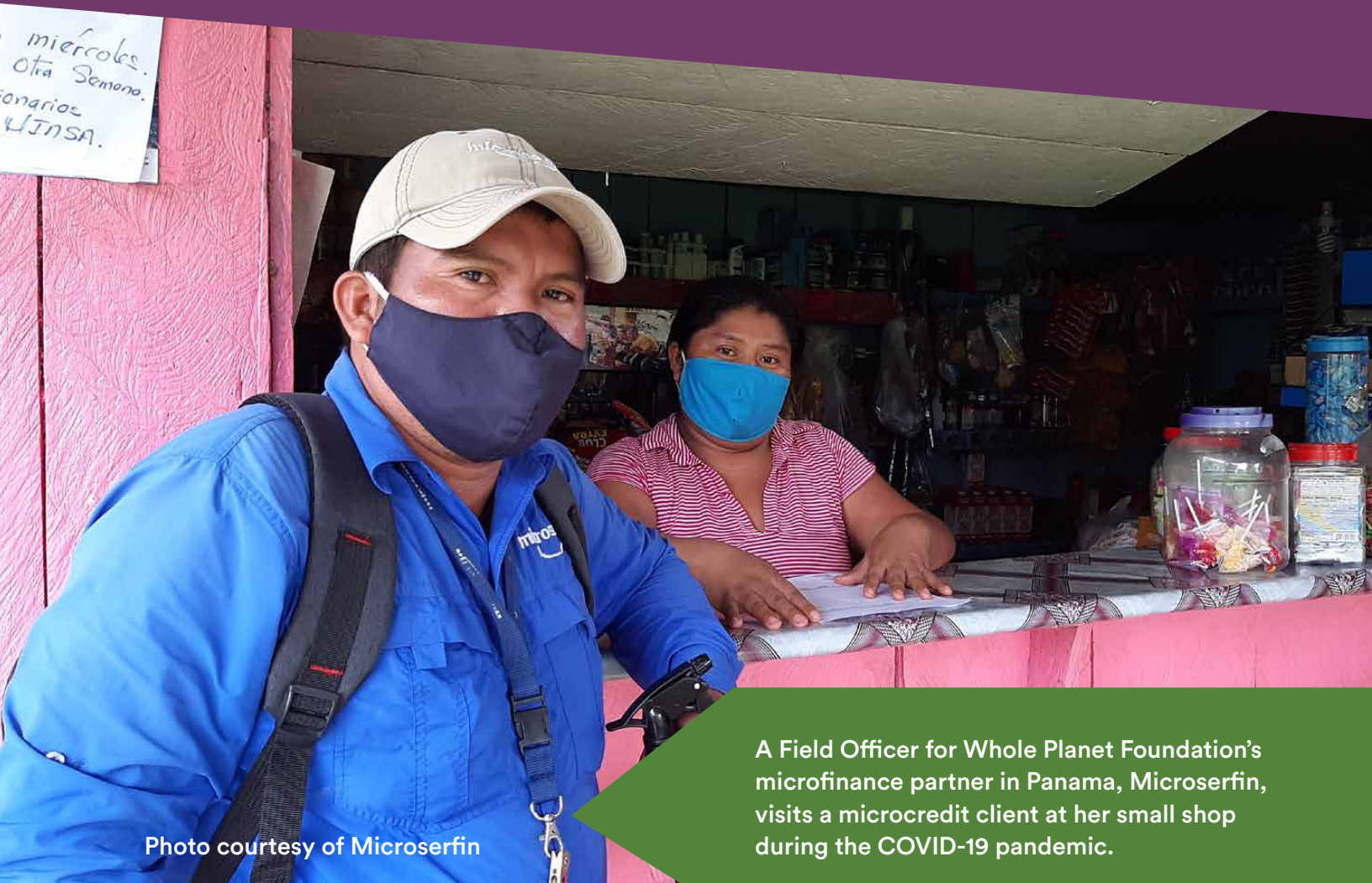


Photo courtesy of Microserfin

A Field Officer for Whole Planet Foundation's microfinance partner in Panama, Microserfin, visits a microcredit client at her small shop during the COVID-19 pandemic.

Thanking Staff and Field Officers

In 2020, Field Officers and the microfinance institutions they work for faced their biggest hurdle to date with the onset of the COVID-19 pandemic. Nevertheless, they have found creative ways to continue to motivate their clients. One of the best assets that our partner microfinance institutions have is their committed loan officers. These valuable field staff members have been willing to navigate additional difficult barriers to ensure the success of their clients.

Advances in Technology

Prior to the COVID-19 crisis, many of Whole Planet Foundation's microfinance partners were already investing in better internal systems and technology to manage their client portfolios. In our team's opinion, Whole Planet Foundation's microfinance partners who have leveraged their investments in strong technology platforms have been able to provide better services to their clients during the COVID-19 crisis.


These partners have been the best positioned to manage their operations remotely, track how clients are being affected by COVID-19 restrictions, and roll out services to minimize the impact of the crisis on entrepreneurs and farmers.

Some of their accomplishments include: maintaining some degree of loan disbursement and collection activity, allowing clients to easily withdraw their own savings when normal income streams were disrupted, providing remote farmer training in this crucial agriculture cycle, and circulating reliable health information.

As our microfinance partners continue to incorporate technologies into their operations, microcredit becomes more affordable and accessible by accelerating use and engagement.

A Village Enterprise business mentor assessing one of her entrepreneurs' first-time mobile money transfers. Community-based and locally-led, Village Enterprise's poverty graduation program equips women living in extreme poverty with cash transfers, training, and mentoring. Technology allows Village Enterprise to scale their work and reach more remote populations.





The entrepreneurs look in on their pigs, keep records, and share updates via mobile phone. Photo courtesy of Village Enterprise.

Stories from the Field

Village Enterprise Mobile Money Ensures Success for Entrepreneurs during Pandemic

For three entrepreneurial women in Uganda, the emerging COVID-19 crisis posed an immediate threat to their newly started business. Pictured above, the three entrepreneurs of the Rubanga Lakica business group, Nancy, Lilly, and Irene, stand on their business premises.

In their initial training sessions with Whole Planet Foundation's microfinance partner in Uganda, Village Enterprise, the women were introduced to the concept of grant disbursement via mobile money. This was a new system, different from the former cash disbursement method used by other microfinance institutions.

Although they had no prior experience with mobile money, Village Enterprise connected the women to a mobile company agent from whom they acquired their first SIM card registered under Nancy's name. An initial challenge was the lack of a phone, so they borrowed Lilly's husband's, took out his SIM card, and inserted the new one.

In February 2020, the entrepreneurs received their first start-up capital grant from Village Enterprise through their registered SIM card and began executing their business plan, which involved constructing a pigsty and rearing pigs.

To start, they bought two pigs worth UGX 100,000 (\$27USD) and retained a mobile money balance of UGX 180,000 (\$48USD) to buy feed and vaccines for their pigs. Little did they know that COVID-19 would hit Uganda the following month.

When the lockdown pronouncement was made, the three were devastated, wondering how they would continue their business in spite of the emerging restrictions. Soon enough, Village Enterprise reached out through their phone check-in system. The staff counseled the women on the importance of using mobile money to transact.

Luckily, there was a store selling vaccines and feed nearby. They approached the store owner and made arrangements with him to conduct business using mobile money. He agreed to supply and deliver products to their business if they sent payment to his cell phone number through mobile money. This was how the Rubanga Lakica group saved their business.

According to each of the group members, the Village Enterprise team has shown them a path to success using just a mobile phone, and they now understand that indeed, knowledge is power.



A Field Officer (center) of Berendina in Sri Lanka distributes pepper plants to clients during the pandemic.

Stories from the Field

Appreciating Field Officers of our Partners

One of the best assets our microfinance partners retain is their committed staff and loan officers, who reach entrepreneurs in some of the most rural and remote areas. This year, these Field Officers and the microfinance institutions they work for faced their biggest hurdle to date with the onset of the pandemic, but have found creative ways to continue motivating their clients. Whole Planet Foundation's **Field Officer Appreciation Award** is designed to recognize and reward Field Officers who have gone above and beyond their role to provide financial services to low income entrepreneurs. Select honorees from 2020 are highlighted below.

Sarmila / Nepal

Kalpavriksha, Chitwan Branch

During the COVID-19 lockdowns, Sarmila took on extra responsibilities. She took the initiative to reach out to Kalpavriksha's supply chain company to ask for more products. She took her own motorbike and worked with her husband to deliver products to maintain the supply chain during the lockdown.

“While recruiting entrepreneurs, I have to convince not only the candidate, but her whole family.”



Mildred / Guatemala

Mildred is a young mom who cares deeply about her community. She has been with Friendship Bridge for three years and manages 65 Trust Banks (groups of microcredit clients that take loans in solidarity). In total, she serves 523 clients.

“I characterize myself as a happy, dynamic, caring person. My goal is always to serve and to be useful to people in order to impact their lives.”

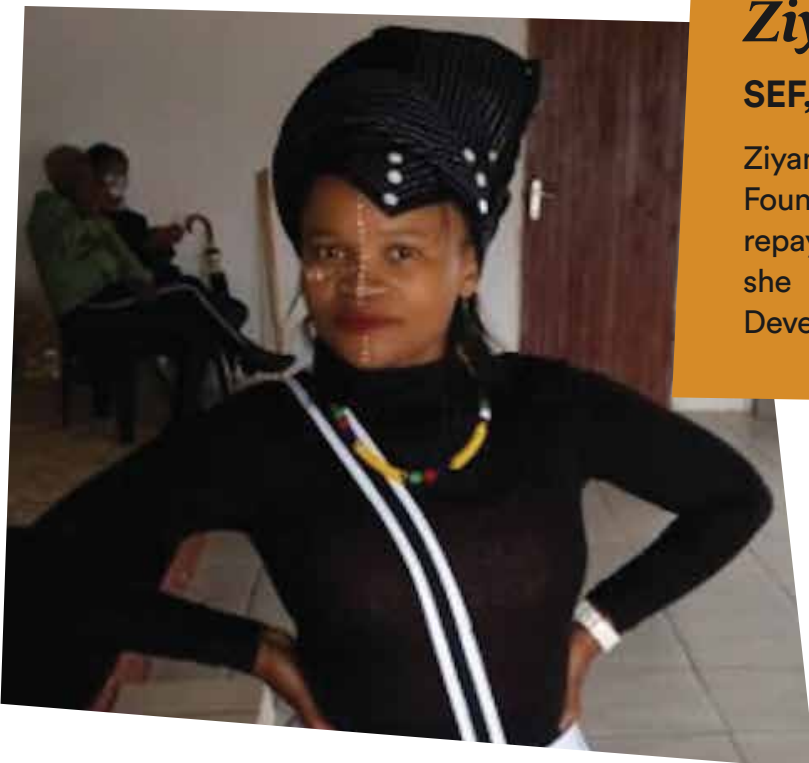


Ziyanda / South Africa

SEF, Ngqamakwe Branch

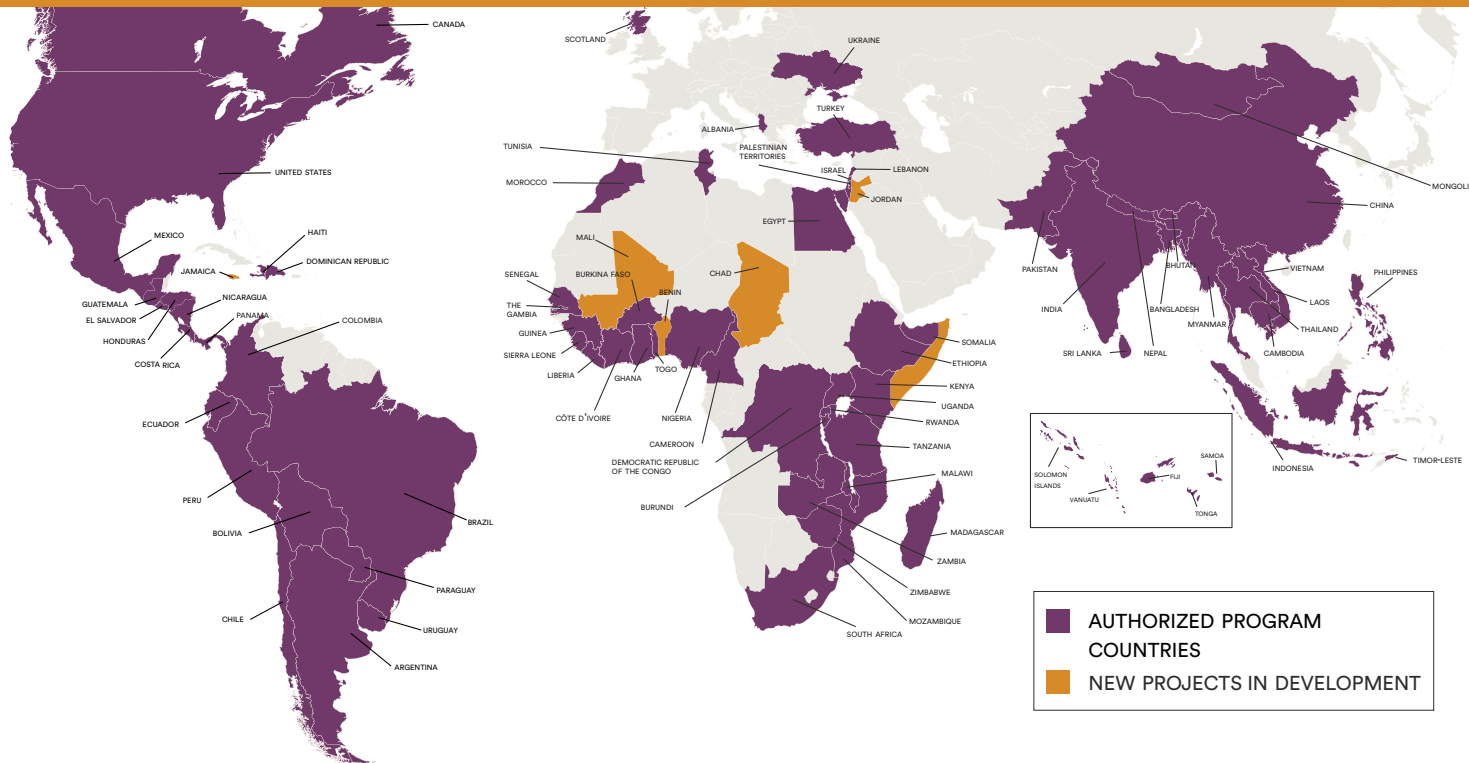
Ziyanda serves 410 clients. Small Enterprise Foundation nominated her because the repayment for her area is 100% and because she always motivates clients and other Development Facilitators of the organization.

“Even during this pandemic of COVID-19 we are still standing strong and providing great service to our clients.”



Where We Work

Alleviating poverty in 77 countries



Projects
funded
in 2020

38

New proposals
approved
in 2020

8

Countries
funded
in 2020

29

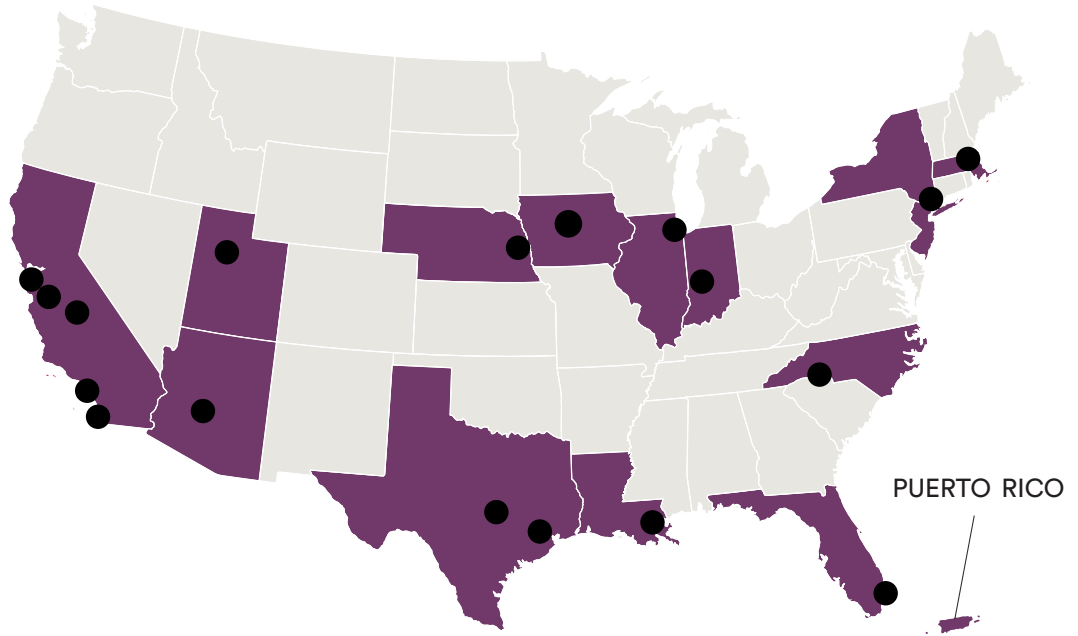
Issifou's Story

Issifou is on her 12th microloan with Whole Planet Foundation's microfinance partner Assilassimé in Togo, West Africa. She sells fried fish and kitchenware in her local marketplace. Issifou says her business has been a lifesaver, as she recently faced a serious illness and it was her business savings that enabled her to get treatment. Her first microloan was 30,000 CFA (about \$50 USD), which she used to start selling fish. From there, she grew her business and now sells higher value items too.



Projects in the U.S.A.

AUSTIN
BOSTON
CHARLOTTE
CHICAGO
DES MOINES
FRESNO
HOUSTON
INDIANAPOLIS
LONG BEACH
LOS ANGELES
MIAMI
NEWARK
NEW ORLEANS
NEW YORK
OAKLAND
OMAHA
PHOENIX
SALT LAKE CITY
SAN DIEGO
SAN JOSE



3 Cities funded
in 2020

99% Repayment
rate

99% Women
entrepreneurs



Photo and story courtesy of Grameen America

Karla's Story

Karla, a microcredit client of Whole Planet Foundation's microfinance partner Grameen America, dreamed of starting her own restaurant but lacked access to affordable business capital. Through microloans from Grameen America, Karla was given the capital she needed to open a small restaurant in a bustling mall in Houston, TX. Karla's customers enjoy an authentic mix of Mexican cuisine on her growing menu. She is dedicated to ensuring that anyone who walks through her restaurant's door feels at home. Today, Karla enjoys the financial independence she has achieved as a business owner. She employs two staff members and reinvests additional income into her business as she wants to expand in the future.

"I want other women to know how good it feels to build your own business. If I can do it, I know that other women can too."

Thanking Supplier Partners

Supplier partners are brands who sell products in Whole Foods Market stores and support Whole Planet Foundation's work alleviating poverty in communities where Whole Foods Market sources products. These generous donors contributed \$1.4 million to fund microcredit in 2020.



Since 2007, Supplier Partners have collectively contributed over \$15 million to fund economic opportunity for the world's poorest people.

Thanking Corporate Partners

Corporate partners amplify our work to alleviate poverty through innovative strategies for fundraising and giving. Optimist's documentary Living On One Dollar has raised \$378,000 for Whole Planet Foundation and is available to stream worldwide.

Founder's Fund



Our 2020 Trailblazer Honoree

Shoes For Crews has been a proud supporter since 2009 and has generously donated over \$220,000 to help alleviate poverty. For every pair of slip resistant shoes that Whole Foods Market Team Members buy through Shoes For Crews, \$1 is donated to alleviate poverty through Whole Planet Foundation.

Shoes For Crews was chosen as 2020's Trailblazer Award recipient not only for their generous giving, but also for going above and beyond to engage Whole Foods Market Team Members.



Global Fund



Carol McCoy (top right) and Chris Hamilton (top left) accept the Trailblazer Award on behalf of Shoes For Crews via Zoom conference during our 2020 Party with a Purpose Online Auction.

“Through our alignment and collective efforts with Whole Planet Foundation and Whole Foods Market’s Asset Protection team, we are able to ensure Team Member Safety and mitigate global poverty through microcredit loans, improving people’s lives all around the world. Shoes For Crews is honored and extremely proud to share this special relationship with Whole Planet Foundation. We are humbled and grateful for the opportunity and the award,” says Chris Hamilton, Vice President of Sales, Shoes For Crews.

Enterprise Fund

Opportunity Fund

Communities Campaign Partners



2020 Virtual Events

**POWER YOUR
PURPOSE**



benefiting
**WHOLE PLANET
FOUNDATION**



1500

attendees



114

teams

with the support of

18

sponsors

&

hundreds of
bottles of
hot sauce...



Together, we raised

\$63,000!



**WHOLE PLANET
FOUNDATION**

*Party with a
Purpose*



More than 900 attendees joined us for our online auction in 2020, placing over 1,200 bids on 190 local and global auction items. Together, generous sponsors and event attendees raised more than \$44,000 toward our mission. These funds can create about 250 average first microloans for people living in poverty around the globe.



Thanking Event Sponsors



Our Generous 2020 Event Sponsors

Gold Sponsor



Bronze Sponsors



Copper Sponsors

Cedar's Foods • Claire Sommers Buck Jewelry • Global CommUnity
Kettle & Fire • Lucid Routes Luxury Travel • The Home Selling Pro Team

Silver Sponsor



Medal Sponsor



Media Sponsor



Ten Thousand Dollar Fund Member Guayaki donated giveaway prizes and participated in our 2020 Virtual 5K.



Event sponsors like Mad Hippie and Belgian Boys donated items to our online auction.

Party with a Purpose

Our Generous 2020 Event Sponsors

Gold Sponsors

Silver Sponsors

Bronze Sponsors

Copper Sponsor

Belgian Boys

Thank you to our generous Holiday Bazaar sponsors!



TRUFF

Whole Planet Foundation Ambassador Program

Creating Ambassadors

In 2020, we created the Ambassador Program to engage the Whole Planet Foundation Community in these ways:

- Develop ambassadors for our mission.
- Share a curated voluntary educational experience for Team Members who want to be more connected to our mission during the temporary pause of the Whole Foods Market Team Member Volunteer Program.
- Deepen culture in Whole Foods Market stores, distribution centers and offices.
- Offer deeper educational opportunities in advance of the Communities Campaign in October.

Program
applications
received

83

Approved
program
applicants

74



"I must say I ABSOLUTELY loved going through all the levels and the reading materials. I have already started to TALK up this program to my Culture Champion Team and have even given the list of books to the in-store Book Club!"

- Christiana, WFM Destin, FL Region



Thanking Team Members of Whole Foods Market

*Team Members
giving in 2020:*

10,839

*Out of their paychecks,
Team Members donated:*

\$515,479



Since 2007, Whole Foods Market Team Members have collectively contributed over \$10 million to fund economic opportunity.



Our Team

Sandy Mariscal
Senior Marketing & Outreach Program Manager

Victor Quiroz
Senior Business Systems Analyst

Claire Kelly
Regional Director, West Africa/MENA

Daniel Zoltani
Executive Global Programs Director

Haley Calzadilla
Team Member Giving & Outreach Program Manager

Jessica Villanueva
Senior Financial Analyst

Philip Sansone
President & Executive Director

Stephanie Manciangli
Regional Director, Latin America & North America

Zoe So
Regional Director, Eastern & Southern Africa

Genie Bolduc
Global Educator & Volunteer Program Manager

Joy Stoddard
Executive Development & Outreach Director

Olivia Hayden
Senior Digital Fundraising Specialist

Our Board of Directors

A.C. Gallo, President, Whole Foods Market

Angela Lorenzen, President, Pacific Northwest Region, Whole Foods Market

Bill Jordan, President, Rocky Mountain Region, Whole Foods Market

Brian O'Connell, Senior Vice President of Team Member Services, Whole Foods Market

Damien Corcoran, Vice President, UK Region, Whole Foods Market

David Schwartz, President, Midwest Region, Whole Foods Market

Glenda Flanagan, Executive Vice President and Senior Advisor, Whole Foods Market

Heather Stern, Senior Vice President of Legal Affairs and General Counsel, Whole Foods Market

Jason Buechel, Chief Operating Officer, Whole Foods Market

Jeff Teter, President and General Manager, Allegro Coffee Company

Jeff Turnas, Senior Vice President, Global Culinary Procurement & Operations, Whole Foods Market

Karen Christensen, Senior Vice President of Procurement, Whole Foods Market

Keith Manbeck, Chief Financial & Administrative Officer, Whole Foods Market

Lee Valkenaar, Chairman of the Board, Whole Planet Foundation

Matt Ray, President, Southwest Region, Whole Foods Market

Omar Gaye, President, Northern California Region, Whole Foods Market

Philip Sansone, President and Executive Director, Whole Planet Foundation

Rick Bonin, President, North Atlantic Region, Whole Foods Market

Sonya Gafsi Oblisk, Chief Marketing Officer, Whole Foods Market

Canada Board of Directors

Cristina Dos Santos, Store Team Leader, Whole Foods Market

Daniel Zoltani, Executive Global Programs Director, Whole Planet Foundation

Jessica Villanueva, Senior Financial Analyst, Whole Planet Foundation

Joy Stoddard, Executive Development & Outreach Director, Whole Planet Foundation

Lee Valkenaar, Chairman of the Board, Whole Planet Foundation (USA)

Philip Sansone, President and Executive Director; Chairman of the Board of Directors (Canada)

Tricia Yost, Vice President, Tax, Whole Foods Market

Updated July 2021

Financial Statements

Whole Planet Foundation

Consolidated Statements of Financial Position December 31, 2020 and 2019

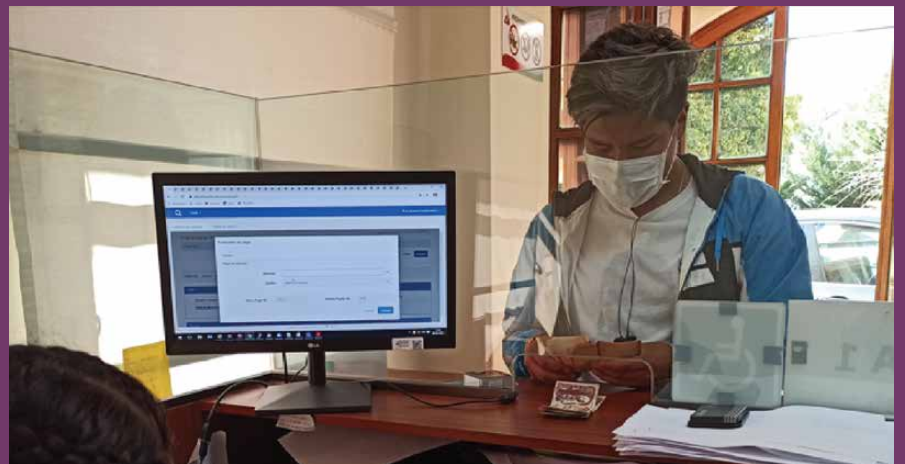
	2020	2019
Assets		
Current assets:		
Cash and cash equivalents	\$ 687,888	\$ 1,695,816
Investments	6,221,530	6,057,062
Pledges receivable	482,024	1,400,339
Loans receivable	1,572,121	151,440
Prepays and other current assets	154,120	132,319
Total current assets	9,117,683	9,436,976
Loans receivable, net of current portion	2,768,720	104,044
Total	<u>\$ 11,886,403</u>	<u>\$ 9,541,020</u>
Liabilities and Net Assets		
Liabilities:		
Accounts payable	\$ -	\$ 90
Accrued expenses	32,333	3,509
Total liabilities	32,333	3,599
Net assets:		
Without donor restrictions	11,715,528	8,799,921
With donor restrictions	138,542	737,500
Total net assets	11,854,070	9,537,421
Total liabilities and net assets	<u>\$ 11,886,403</u>	<u>\$ 9,541,020</u>

Financial Statements

Whole Planet Foundation

Consolidated Statements of Activities Years Ended December 31, 2020 and 2019

	2020	2019
Net assets without donor restrictions:		
Revenues:		
Recovery of loans	\$ 5,624,300	\$ 182,990
Contributions	4,623,661	8,700,731
Investment income	120,098	1,002,079
Special events, net	34,021	37,014
Other income	6,337	83,501
Total revenues	10,408,417	10,006,315
Net assets released from restrictions	737,500	1,020,416
Total revenues and net assets released from restrictions	11,145,917	11,026,731
Expenses:		
Program services	6,942,966	11,142,087
Fundraising and communications	762,692	637,124
Management and general	507,488	526,075
Total expenses	8,213,146	12,305,286
Change in net assets without donor restrictions from operations	2,932,771	(1,278,555)
Foreign currency translation adjustments	(17,164)	4,659
Change in net assets without donor restrictions	2,915,607	(1,273,896)
Net assets with donor restrictions:		
Contributions	138,542	737,500
Net assets released from restrictions	(737,500)	(1,020,416)
Change in net assets with donor restrictions	(598,958)	(282,916)
Change in net assets	2,316,649	(1,556,812)
Net assets, beginning of year	9,537,421	11,094,233
Net assets, end of year	\$ 11,854,070	\$ 9,537,421



WHOLE PLANET
FOUNDATION

wholeplanetfoundation.org

550 Bowie St
Austin, TX 78703

Photos, top row: WPF Field Officer Award winner Moises from AfricaWorks Mozambique serves a client. A socially distanced meeting of farmer members of FUNDER in Honduras.

Second row: Community Health Facilitators trained by CASHPOR distribute masks and education to rural communities in India. Friendship Bridge staff distribute food to remote areas in Guatemala.

Third row: BRAC Tanzania presents hand washing awareness to a client. Sembrar Sartawi employs barriers and mask requirements serving clients in branch offices in Panama.