

Whole Foods Market
Virtual Team Member Volunteer Program

WHOLE PLANET
FOUNDATION

GHANA

Please mute your microphone &
register your attendance in the survey in the chat.
We will begin promptly at 10 am Central Time.

Whole Foods Market

Virtual Team Member Volunteer Program



WPF GLOBAL EDUCATOR &
WFM TM VOLUNTEER PROGRAM MANAGER
Genie Bolduc

Thank you for joining!

- Register attendance in the survey in the chat.
- Please mute your microphone.
- Use the chat for questions and comments.

Whole Foods Market

Virtual

Team Member Volunteer Program

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GHANA

Virtual

Whole Foods Market Team Member Volunteer Program



WPF DIRECTOR OF DEVELOPMENT AND OUTREACH
Joy Stoddard

Joy joined Whole Foods Market in 2000 and Whole Planet Foundation in 2006. In her role as Senior Team Leader, she develops strategic partnerships and connects people to our mission of poverty alleviation. Having traveled in 42 countries and 48 states, she is inspired to share the transformative power of microcredit and create prosperity. Joy has been awarded All*Star six times, Team Member of the Year and numerous leadership recognitions from Whole Foods Market. Previously, she coordinated training programs at the International Monetary Fund for six years. She has a B.A. from Washington and Lee University and speaks French and Spanish. Joy enjoys Austin with her husband Scott and teenager Roman.

WHOLE FOODS MARKET TEAM MEMBER VOLUNTEER PROGRAM

Whole Foods Market Team Member Volunteer Program

Launched in 2007

Over 850 WFM Team Members have participated in:

- learning about products for sale in WFM stores
- experiencing the culture and history of another community
- learning about the work of WPF, meeting microfinance staff and clients whose loans are funded by WPF
- providing community service
- sharing their experiences with fellow TMs and WFM shoppers



WHOLE FOODS MARKET TEAM MEMBER VOLUNTEER PROGRAM



WHOLE FOODS MARKET TEAM MEMBER VOLUNTEER PROGRAM



REGIONAL DIRECTOR, WEST AFRICA/MENA & INTERIM REGIONAL DIRECTOR, ASIA
Claire Kelly



Claire joined Whole Planet Foundation in March of 2013 as Microfinance Field Program Manager for Africa/Middle East region. From Dakar, Senegal, Claire supported the regional portfolio with monitoring and evaluation of existing and new projects. She also worked on WPF's systems and lent remote support to the Asia region. Since 2016, Claire moved to Vietnam as the Asia/Pacific Regional Director. From her bases of Hanoi and then HCMC, Claire has developed this portfolio. As of mid-2020, Claire is relocating to London to work as WPF's West Africa/MENA Regional Director and will continue as Interim Asia/Pacific RD.

Prior to joining WPF, Claire served as a Peace Corps volunteer in the Extreme North of Cameroon from 2010-2012. Claire has a BA from Georgetown University and she also studied abroad in Scotland at the University of St. Andrews. Claire is passionate about the foundation's dynamic partners and their hard-working staff who bring financial services to excluded populations around the globe. While on and off the road, Claire enjoys yoga, swimming, reading and cooking.

GOAL: Help micro-entrepreneurs start and grow businesses as a path out of poverty

OBSTACLE: Entrepreneurs aren't able to get the capital they need to do this.

WPF SUPPORTS ORGANIZATIONS WHO HELP FINANCIALLY EXCLUDED MICRO-ENTREPRENEURS GET ACCESS TO BUSINESS CAPITAL.

WE SEEK PARTNERS WITH

- A strong social mission
- A strong organization
- A strong methodology

FIELD TEAM'S ROLE

- Find new partners
- Engage with active partners
- Seek ways to grow impact: better tools, new approaches
- Help tell the story of WPF's work



WEST AFRICA and MENA REGION

- First project in 2008
- **West Africa & MENA Region**
 - Authorized projects since 2008:
 - ❑ 50 projects
 - ❑ 22 countries
 - ❑ \$20.8 Million
 - Currently active: 21 partners



**Grameen Ghana – Traditional Group
Microfinance**

Farmerline – Agriculture Finance

ID Ghana – Traditional Group Microfinance

Assilassimé – Traditional Group Microfinance

Whole Planet Foundation in Ghana & Togo

- Whole Planet Foundation has worked with 4 organizations in these two countries.
- Three partners focus on microfinance and one partner focusses on agriculture finance.
- Each partner works in a different geographic region.

Alloysius Attah, Co-Founder & CEO



Alloysius Attah is co-founder and CEO of Farmerline, launched in 2013 with an aim to create lasting wealth for African farmers.

Today, the organization has worked with over 70 partners and 600,000 farmers across 25 countries.

Armed with a decade's worth of farming experience, Alloysius' mission is to reach millions of farmers with services that reduce the cost of farming and agribusiness in general while creating generational wealth for everyone involved.

In addition, scaling digital tools that increase farmer income via reliable market and service access has led to Farmerline's Mergdata platform being recognised by TIME Magazine as one of the 100 Best Inventions of 2019.

Alloysius currently leads the vision of Farmerline with a specific focus on fundraising and strategic partnership development.

Several organizations and world leaders have recognized his work, including former IMF boss Christine Lagarde, CNBC Africa's Young Business Leader Award, Forbes 30 under 30 and Bloomberg New Economy Catalyst.

Lily Akorfa Keledorme, Head of Impact & Learning



Lily Akorfa Keledorme is Head of Impact and Learning at Farmerline Limited. She is responsible for strategic planning of Farmerline's direct services to farmers, including farmer acquisition, education and monitoring, and partnership development. Through her rich experience in digital extension, Lily works closely with Farmerline's Engineering team to improve their in-house software platforms, and has led the training of over 25,000 small-scale farmers to adopt and benefit from Farmerline's voice messaging technology. She also pioneered the formation of gender-focused farmer groups to champion equality in their access to relevant resources.

Lily is passionate about food security and modeling services to impact farmers with experience in conducting user research, product delivery, and training farmers to ensure high adoption rates of mobile technology. She is an alumna of Africa Lead's Champions for Change by USAID's Feed the Future initiative and holds an MPhil in Aquaculture from the Kwame Nkrumah University of Science and Technology.

FARMERLINE: Creating lasting profit for farmers

September 2021



Farmerline

GAPS IN SMALLHOLDER FARMING

1

Low Literacy Rate



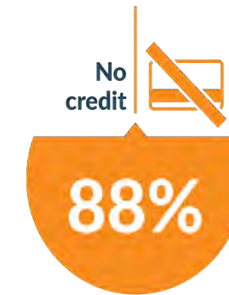
- 43% population live in rural Ghana
- 37.7% Rural Areas



Farmerlin

2

Farm Service Financing



40% access to farm credit in Northern Ghana (Anang & Asante, 2020)

SOLUTIONS FOR SMALLHOLDER FARMERS



**Access to
Farm Inputs**



**Agribusiness
Education**



**Market
Access**

LOCAL PARTNERS



- Registered local agribusinesses providing farm services to smallholders
- Majority are located in the Northern Regions of Ghana
- Farmerline supplies them Inputs on credit
- 6 months repayment period
- Free access to Mergdata for farmer digitisation
- Farmers repay them with commodities after harvest.

OUTGROWER BUSINESSES

THE FARMER JOURNEY



1. Farmer requests input credit through an outgrower business



2. Farmer receives inputs for the season and is registered



3. Farmer is profiled and identity verified by a Call Center Executive



4. Farmer attends an organized workshop in his/ her community



5. Receives weather and reinforcement agro-advisory messages



6. Grows crops, applies inputs and acquired knowledge



7. Farmer receives support on farm or/and on phone



8. Harvests and sells crops



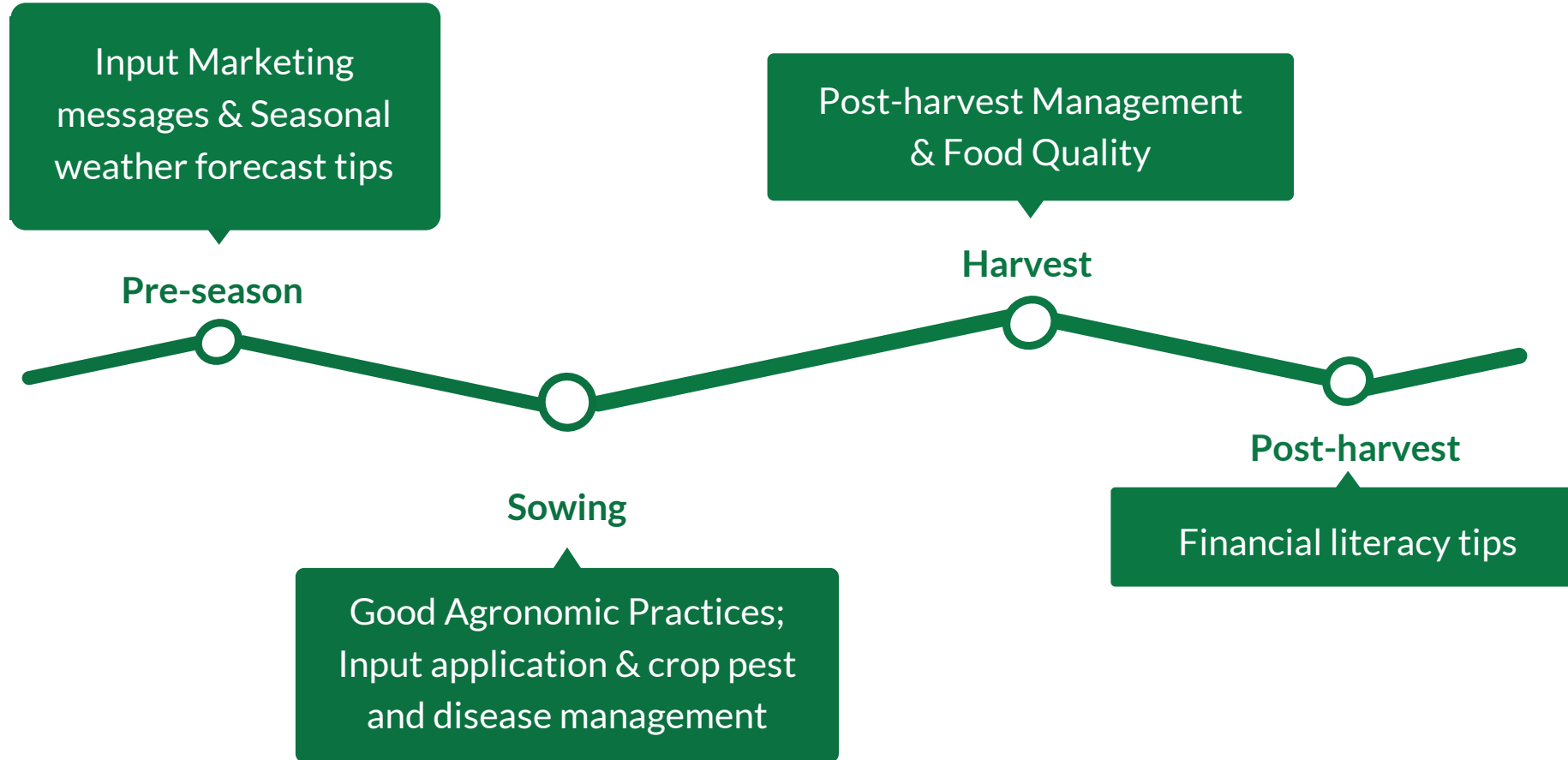
Comprehensive farm service financing

Affordable agro-input credit



Reliable and fair market access

SEASON-BASED IN-PERSON TRAINING

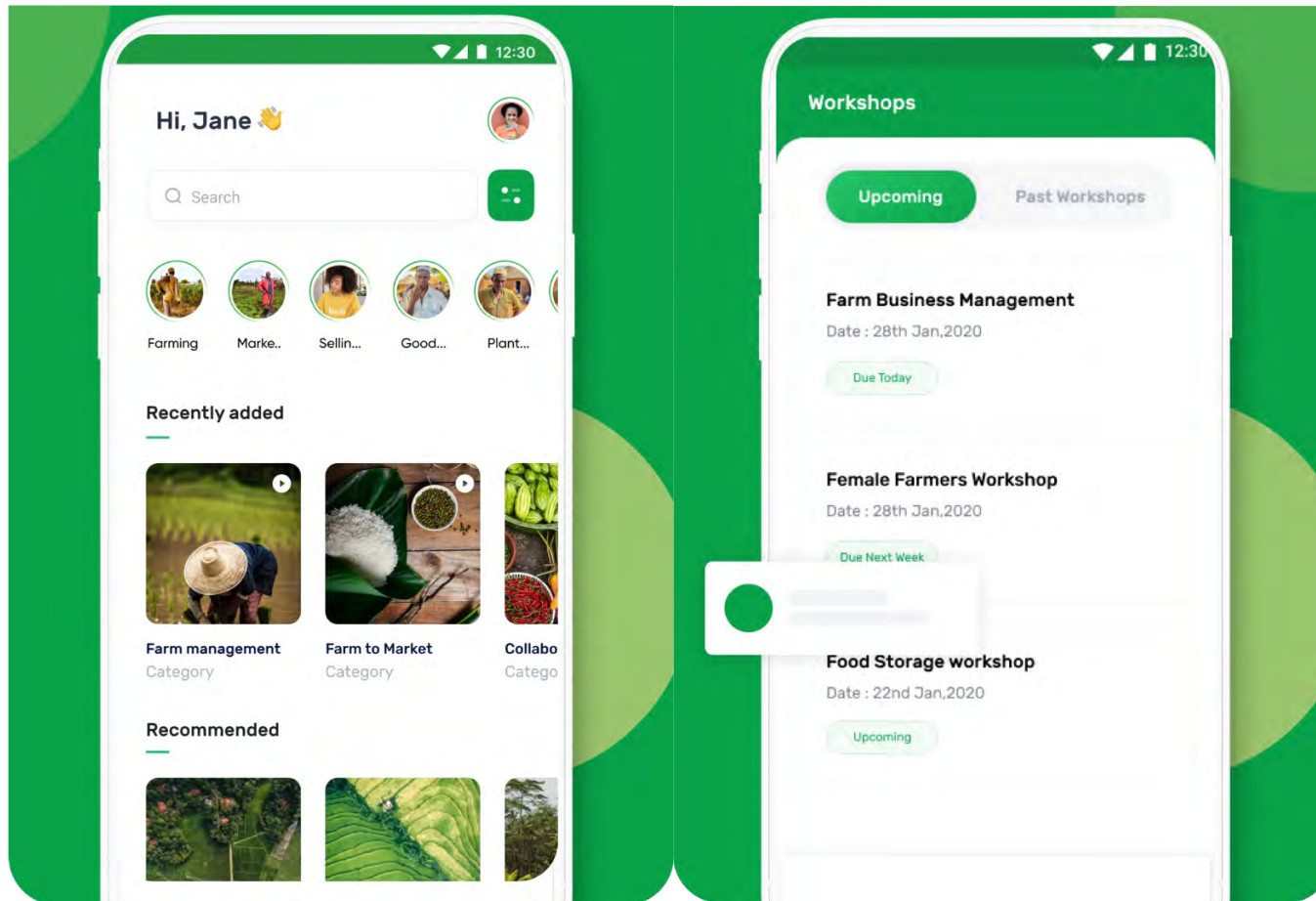


FARMER WORKSHOPS



Facilitation of farmer workshops in Northern Ghana

WORKSHOP MONITORING



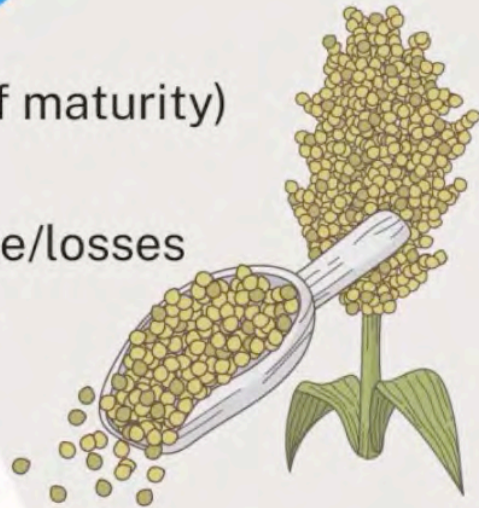
Mergdata Education App for farmer and agent training



[Farmer Education Video](#)

VARIETY SELECTION

periods (days of maturity)
al
ty to bird damage/losses
ease resistance



ATION



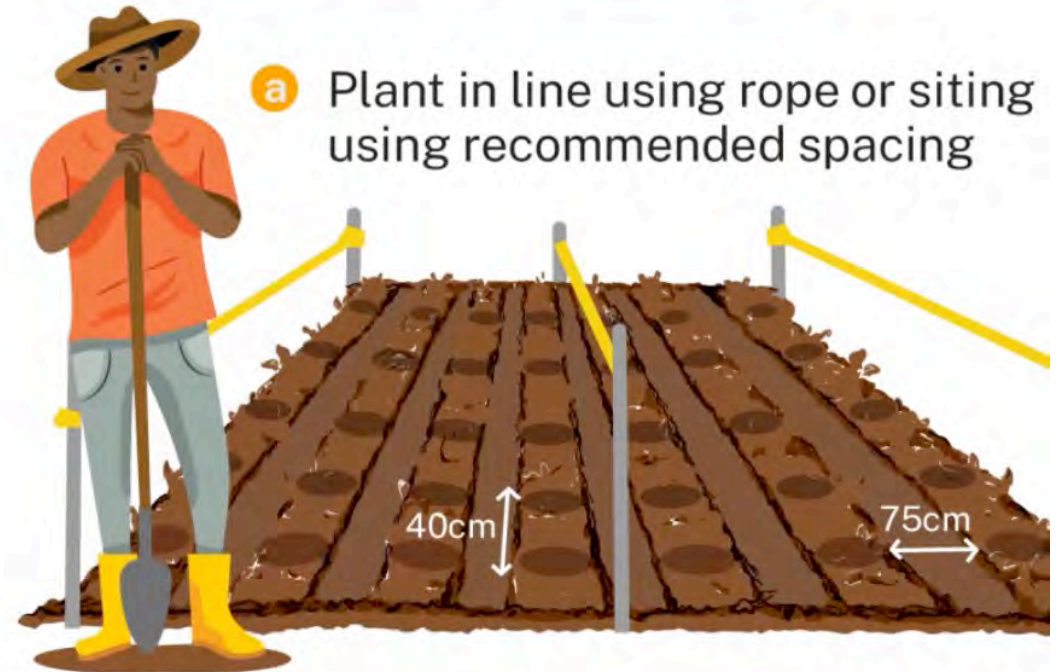
b



Plough &
Harrow

STEP 3

PLANTING & PLANTING DISTANCE

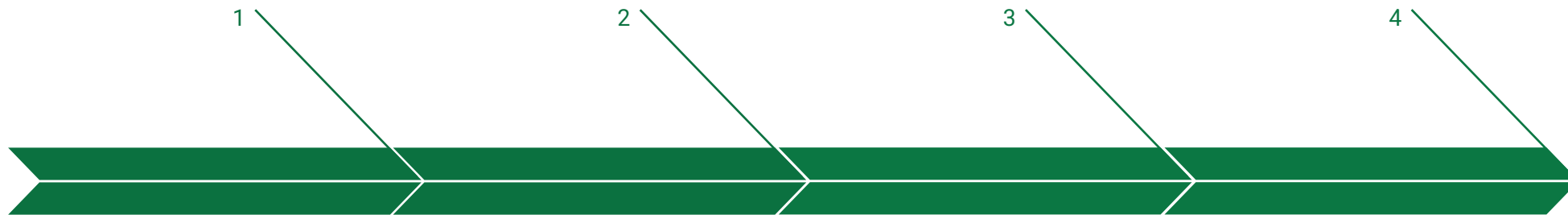


a Plant in line using rope or siting
using recommended spacing

b Sow in furrows made from ploughs
Sowing depth 5cm in moist soil.
2.5cm to 4cm in a dry soil.
With planting space of 50-75cm
between rows and 10-20cm between plants

POWERED BY FIELD AGENTS & TECHNOLOGY

Young people with experience of working with farmers and/or agriculture background (90% between 20 - 35 years)



Selection & Recruitment

Open up applications through social media and existing networks

Welcome Call & Digital invitation

Build capacity

Trainings (1 in-person and 5 virtual sessions)

Network of change-agents

Receive toolkit

Engage farmers

Onboard and train farmers (2 - 3 sessions/ season)

Connect your farmers to input suppliers

Offer post-training support to farmers

Make more

Source and sell crops to Farmerline and make a profit

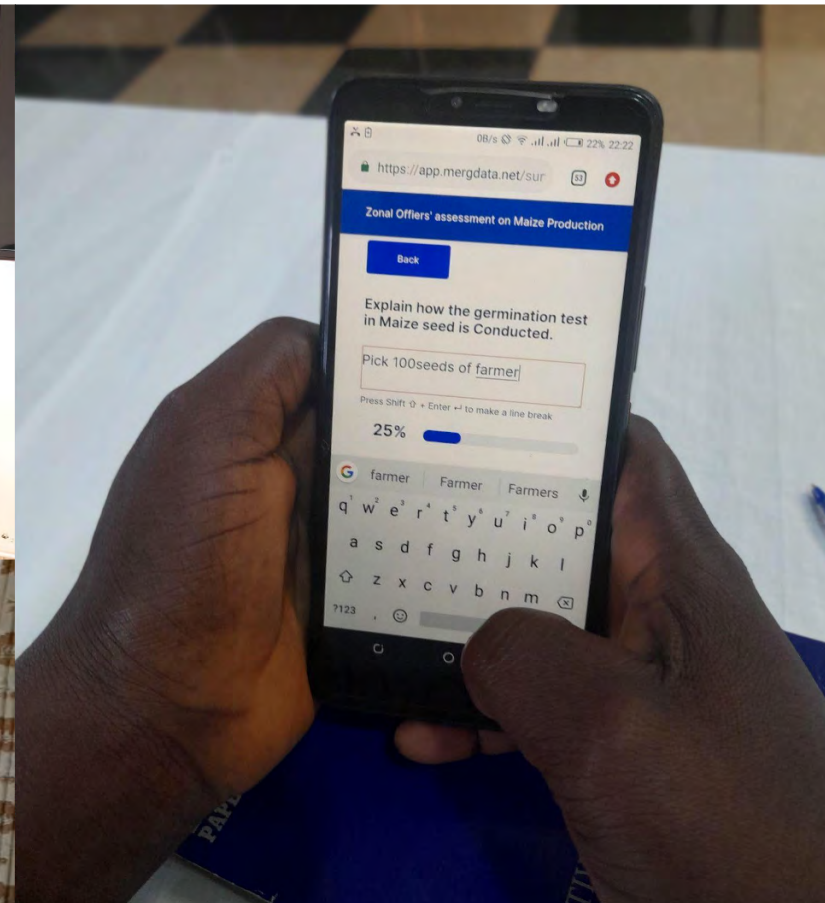


AGENT TRAINING



Training of trainers workshops hosted in
Upper West Region- Ghana

AGENT TRAINING



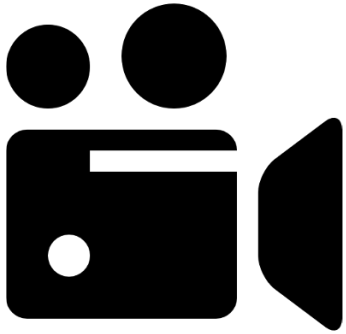
Training of trainers workshops hosted in Ashanti and Brong Ahafo Regions- Ghana

MARKET ACCESS



- Commodities are sourced from trained farmer groups and outgrower businesses
- Our field staff inspect and test commodities before loading
- 3rd Party Transporters deliver to Agribusinesses

WPF FIELD OFFICER AWARDEE VIDEO



Click [Here](#) to Watch Video

Mohammed Abdul-Fatawu



CONTACT US

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Email: team@farmerline.co

Connect with us on   

For more information visit our websites:

www.farmerline.co

www.mergdata.com



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Questions for Alloysius, Lily & Claire?
Please type them in the chat.



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FOUNDER & CEO, ALAFFIA
Olowo-n'djo Tchala

Olowo-n'djo Tchala, founder and CEO of Alaffia, was born and raised in the town of Kaboli, Togo, West Africa. Olowo-n'djo founded Alaffia with Prairie Rose Hyde, who was invited to his village as an environmental volunteer in the Peace Corps. From the beginning, the two shared a desire to positively impact humankind. In 2004, armed with his understanding of the value of indigenous West African resources and an understanding of sustainable business ideologies, they launched Alaffia's first collective. For nearly two decades, Alaffia's mission has been to alleviate poverty and advance gender equality through the fair trade of indigenous African resources such as unrefined shea butter, African black soap, coconut oil and neem extract.

Alaffia is shaping the future of business, sustainability and philanthropy through its 360 Beyond Fair Trade model.

THE STORY OF ALAFFIA GREW OUT OF WEST AFRICAN SOIL

Olowo-n'djo Tchala, founder and CEO of Alaffia, was born and raised in the village of Kaboli in Togo, West Africa. By the sixth grade, he dropped out of school to help support his family, gathering and selling shea nuts in the local market. There, he witnessed the injustices and inequalities women faced firsthand.

In 2003, he established Alaffia with his partner Rose with the goal of helping the women of West Africa rise out of poverty.



We measure our success by our social impact.



BEAUTY > EQUALITY > EMPOWERMENT

THE FORMATION OF ALAFFIA & BEGINNINGS IN TOGO, WEST AFRICA

Establishing the first women-led cooperative.



My mother, Ina – the inspiration for Alaffia – taught me the spirit of community. Ina guided me in how to manage a women-led organization in a traditional setting and also made sure that the cooperative was inclusive to all of Togo's 42 different ethnic groups.

- OLOWO-N'DJO TCHALA
FOUNDER & CEO OF ALAFFIA



In 2003, Olowo-n'djo armed with his understanding of the value of indigenous West African resources and sustainable business ideologies, launched the first collective in Togo, West Africa.

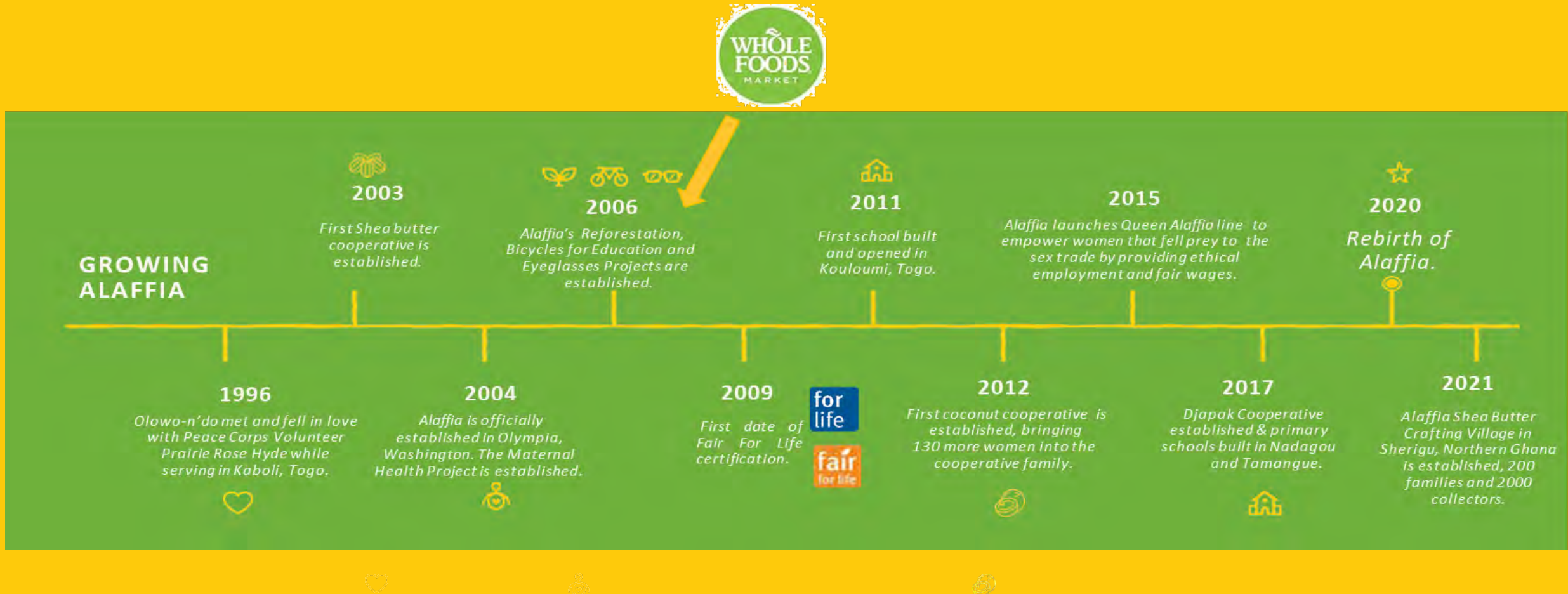
Since the Alaffia cooperative was founded, Olowo-n'djo's mother, Ina, the inspiration for Alaffia, guided him on how to manage a women-led organization in a traditional setting. Ina helped him understand the importance of our cultural heritage, and it is this heritage that Alaffia continues to preserve by practicing sustainable, traditional handcrafting practices.



STORY OF GROWING ALAFFIA

Alaffia was born from a deep sense of responsibility and genuine love for humankind.

From Olowo-n'djo Tchala's humble beginnings until today, our mission has remained the same **"To Empower Lives"**. Our organization is on a mission to invest in a more equitable future. Alaffia continues to redefine the natural products industry through its values of **Beauty, Equality and Empowerment**.





Alaffia aims to alleviate poverty and advance gender equality going beyond fair trade of indigenous resources and community empowerment initiatives. This means providing healthy working conditions, being open to public accountability and reducing the number of middle men from supplier to consumer.



- Handcrafted indigenous ingredients
- Clean, plant-based bath, body, hair, skin and babies & kids care
- Certified minority-owned
- Community empowerment projects in West Africa

How It Works:

Our women's cooperatives in West Africa handcraft indigenous raw ingredients then the Alaffia team in Olympia, Washington creates the finished products. Proceeds from the sale of these products are returned to communities to fund community empowerment and gender equality projects.

DETERMINED TO MAKE A DIFFERENCE

Our organization represents a movement of women and economic strength using traditional African methods and ingredients relevant to today's global economy.



① Our female cooperatives in West Africa handcraft indigenous ingredients like Shea Butter and Coconut Oil

② Using traditional African recipes and methods, products like African Black Soap are handcrafted and shipped to the US for final packaging.

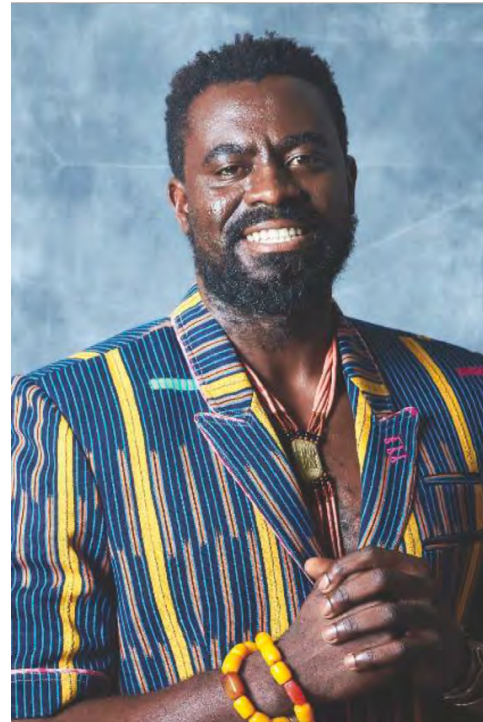



③ Proceeds from the sales of finished product are returned to communities to fund empowerment & gender equality projects



Whole Foods Market
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Questions for Olowo-n'djo Tchala?
Please type them in the chat.





Whole Foods Market



Virtual

Team Member Volunteer Program

10-minute break

Please return at 11:25 AM Central time

Virtual

Whole Foods Market

Team Member Volunteer Program

LE & BRAND EDUCATOR, ALAFFIA

Jennifer Smith



Jennifer Smith has a passion for natural, effective, and clean beauty products. She began making her mark in the beauty and personal care product industry over 17 years ago, working for an emerging brand. Which, in turn lead her journey into skincare and product knowledge. Over the years she has worked as a consultant, liaison, and trainer in the industry.

Joining the Alaffia team in 2020, Jennifer felt truly blessed to work for an organization making such a significant impact in West Africa through their values of Beauty, Equality, and Empowerment. She is enthusiastic about finding ways to take traditional knowledge and collide with emerging innovation.

IT WILL TAKE A VILLAGE

ALAFFIA'S SOCIAL ENTERPRISE MODEL

①

Indigenous Ingredients: Local resources and traditional handcrafting knowledge celebrate cultural diversity in the global market and ensure Alaffia's safe, nutrient-rich and efficacious products.

②

Sustainable and Transparent Packaging: Clear communication and third-party certification showcase Alaffia's high product standards. We are proudly Certified Fair Trade.

③

Ethical, Safe, Efficacious Hair, Face and Body Care: Our products are safe and effective alternatives for your health and wellness. Third-party verification also ensures our products are held to the highest industry standards.



④

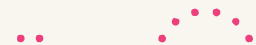
Empowerment Projects: Targeted areas of development (Maternal Care, Education, Environmental Sustainability, Eyeglasses) that safeguard basic needs for sustainable communities.

⑤

Women's Co-ops & Collectives: Alaffia's women's cooperatives and collectives promote gender equality through fair wages and by celebrating the traditional skills and knowledge of West African women.

⑥

Products Sale for Reinvestment: Our primary goal is to reinvest a portion of product sales into our Empowerment Projects in West Africa. Your purchase helps support our mission of creating a more sustainable and equitable future.



Creating Jobs in West Africa & US

Our women's cooperatives in West Africa handcraft indigenous raw ingredients then the Alaffia team in Olympia, Washington creates the finished products. Proceeds from the sale of these products are returned to communities to fund community empowerment and gender equality projects.



- ❖ 44,450 lives empowered
- ❖ Traditional knowledge preserved
- ❖ Sustainable practices
- ❖ For Life Certified*



- ❖ 122 people in Olympia, Washington
- ❖ Over 400 people deriving a living
- ❖ GMP Certified* a third-party audit that covers all aspects of production.

Certified Fair Trade (v.): The foundation of our organization that goes beyond fair labor. Paying a fair price and wage in the local context, providing equal employment opportunities and engaging in environmentally sustainable practices. An investment in the future of our people and our home for a more sustainable future.

• AWARD-WINNING PRODUCTS •

GH



Best Refreshing
Body Wash

Parents.

Parents.



Best Bar Soap



Best Bubble Bath

SELF



Best Leave-in
Conditioner
for Curly Hair

Men'sHealth



Best Dry Hand Remedy



EVERYDAY SHEA /
EVERYDAY COCONUT COLLECTION

EVERYDAY
SHEA®

Alaffia’s EveryDay Shea products use the unrefined, Certified Fair Trade shea butter that is made at our cooperatives in Togo, West Africa. Deeply moisturizing and protective fatty acids, vitamins and minerals leave skin soft and smooth.

EVERYDAY
COCONUT®

Alaffia’s EveryDay Coconut products are formulated with authentic wet-milled, fermented coconut oil from West Africa. Nourishing and hydrating by nature, this face, hair and body care is ideal for soothing irritated or inflamed skin.





AUTHENTIC AFRICAN COLLECTION

AUTHENTIC AFRICAN

Alaffia's Authentic African collection is likened to the centuries-old home remedies of Togolese mamans. Including in this unique collection is Africa's Secret Multi-use Balm and a delicious range of butters, oils, balms and soaps made from our heritage ingredients. To put it simple: This collection is versatile, therapeutic and time-tested.

Alaffia's Authentic African Black Soap is made from a centuries-old recipe of handcrafted shea butter and Orangutan-safe West African palm oil. Saponification is reached by adding potash to the hot oils, then cooking it for six hours. This specially curated process results in a gentle and effective multi-use ingredient for soaps, body and hand washes.



BEAUTIFUL CURLS COLLECTION

BEAUTIFUL CURLS®

It's a known fact—curls need special care. The Beautiful Curls collection is formulated for all curls. Loose waves, big curls, medium spirals, tight coils and everything in between are Beautiful Curls.

Our rich formulas moisturize and nurture for healthy, shiny and manageable curls. Handcrafted Certified Fair Trade shea butter is combined with botanical extracts, vitamins and minerals to create Beautiful Curls shampoos, conditioners and styling products that leave you with soft, enhanced curls.



ALAFFIA KIDS COLLECTION

Kids

Alaffia's Kids collection is gently formulated for the most sensitive skin. Have fun and stay clean with these natural, effortless and multi-purpose bath time companions.

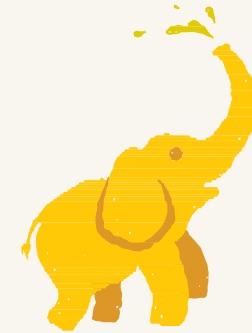


BAOBAB BABY
COLLECTION

WHOLE FOODS MARKET SUMMER 2020 LAUNCH

Baobab Baby™

Our most gentle line for the most precious person in the household. Made with Certified Fair Trade unrefined shea butter and baobab from our cooperatives in West Africa. Our plant-based formula gently cleanses, removes impurities, conditions and nourishes skin and hair.





EXCLUSIVELY AT WHOLE FOODS MARKET

GOOD SOAP



Good Soap is made with Certified Fair Trade unrefined shea butter and virgin coconut oil and enhanced with aromatic plant extracts. These **zero waste**, triple-milled and gluten-free soap bars are made with moisturizing and protective ingredients like shea butter, coconut oil, African black soap and goat's milk. Each indulging scent has a gentle touch that can be used as a premium hand or body soap.

100% of proceeds go to helping communities and families around the world. Alaffia dedicates proceeds from sales of Good Soap to our Education Empowerment Project to fund the construction of **one kindergarten a year in Togo with Whole Foods and Whole Planet Foundation**. Since 2014, we have built seven kindergartens.

Coastal Breeze
Apple Cider Vinegar
Golden Milk
African Coffee
Cherry Blossom
Avocado
Black Soap
Lemonade
Blackberry
Almond Milk
Peppermint
Cucumber
Wild Strawberry
Coconut
Vanilla Haze



GOOD SOAP HAND SOAP

In the face of the global pandemic where hand washing and personal hygiene is paramount to public health, Alaffia rose to the increased demand retailers were facing for clean hand cleansing products.

In July, Good Soap launched its first ever liquid hand soap: Good Soap Hand Soap to meet this dire need.

By the end of 2021, Alaffia's goal is to bring this product line under its pillar of sustainability with improved packaging to continue in its commitment to providing product that is environmentally responsible.



COMING FIRST TO WHOLE FOODS MARKET AUGUST 2021



AUTHENTIC AFRICAN MARKET BASKETS

Our handwoven baskets are ethically sourced from our cooperatives in West Africa and personally signed by the weaver. These sustainable, eco-friendly baskets are ideal for carrying groceries or goodies for a picnic. Available in six styles.

Just like our sustainable beauty products, a portion of basket sales are reinvested back in our co-ops. Weavers receive 90% upfront trade wages for their beautiful work. Our work in these communities has provided potable water year-round for weavers in Sumbrungu Atampure and Shirigu, near Bolgatanga.

WHOLE FOODS MARKET REGIONAL CHOICE



WHOLE FOODS MARKET TEAM MEMBER VOLUNTEER PROGRAM



Joanne Neugebauer
2016 WFM TM Volunteer

Togo is about food & community



WHOLE FOODS MARKET TEAM MEMBER VOLUNTEER PROGRAM



Community, a key component of shea nut harvest



WHOLE FOODS MARKET TEAM MEMBER VOLUNTEER PROGRAM

Community in the art of making shea butter





NORTH
AMERICA

NORTH ATLANTIC OCEAN

EUROPE

ASIA

AFRICA

PACIFIC OCEAN

SOUTH
AMERICA

SOUTH PACIFIC OCEAN

SOUTH ATLANTIC OCEAN

INDIAN OCEAN

AUSTRALIA

SOUTHERN OCEAN

ANTARCTICA

WHOLE FOODS MARKET TEAM MEMBER VOLUNTEER PROGRAM

**Nichele Lindstrom 2019
WFM TM Volunteer**



WHOLE FOODS MARKET TEAM MEMBER VOLUNTEER PROGRAM



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FROM TOGO TO GHANA



Basket Weaving Areas
Grass Collection Areas

West African Handwoven Grass Baskets: History

- ❖ Traditional craft for local use using native grasses, including *Vetiveria nigritana*, *Panicum maximum*, and *Pennisetum purpureum*, all known locally as “Basket Grass”
- ❖ About 35 years ago, export interest began
- ❖ Increased international demand led to grass supply from
 - Kumassi, Ghana area, 400 km to the south
 - Introduction of Middlemen, grass traders
- ❖ Weaver culture and knowledge remains in upper Volta regions of northern Ghana and Togo.
- ❖ The baskets are woven in Bolgatanga, Ghana in 12 villages with more than 5,000 women basket weavers who are organized into co-ops. The Alaffia weavers work independently. Alaffia places an order and pays 90% of the cost of the basket upfront to each of the weavers.



Alaffia Handwoven Grass Baskets: History

- ❖ 2004 – Alaffia Togo and Ghana Weavers Collaboration Begins
- ❖ 2006 – Togo Weaver Cooperative Established in Tchevie, southern Togo
- ❖ 2006 – Ghana Decentralized Weaver Collectives Established
- ❖ 2008 – Ghana Weaver Collectives enter Fair Trade chain of custody.
- ❖ 2013 – Togo Weaver Cooperative Centralized in Sokodé
- ❖ 2014 – Blitta, Togo location's principal objective becomes collection of wild grass to guarantee and control quality and ensure full traceability
- ❖ 2014 – Alaffia's Togo baskets became fair-trade certified
- ❖ 2016 - Installed deep water well and hand pump at weaver community of Sumbrungu, northern Ghana
- ❖ 2018 - Installed deep water well and hand pump at weaver community of Sherigu, northern Ghana
- ❖ 2018 - Established weaving community center and storage warehouse in Sumbrungu
- ❖ 2021 - Initiated Fair Trade certification process to obtain FT certification for Ghana baskets by 2022



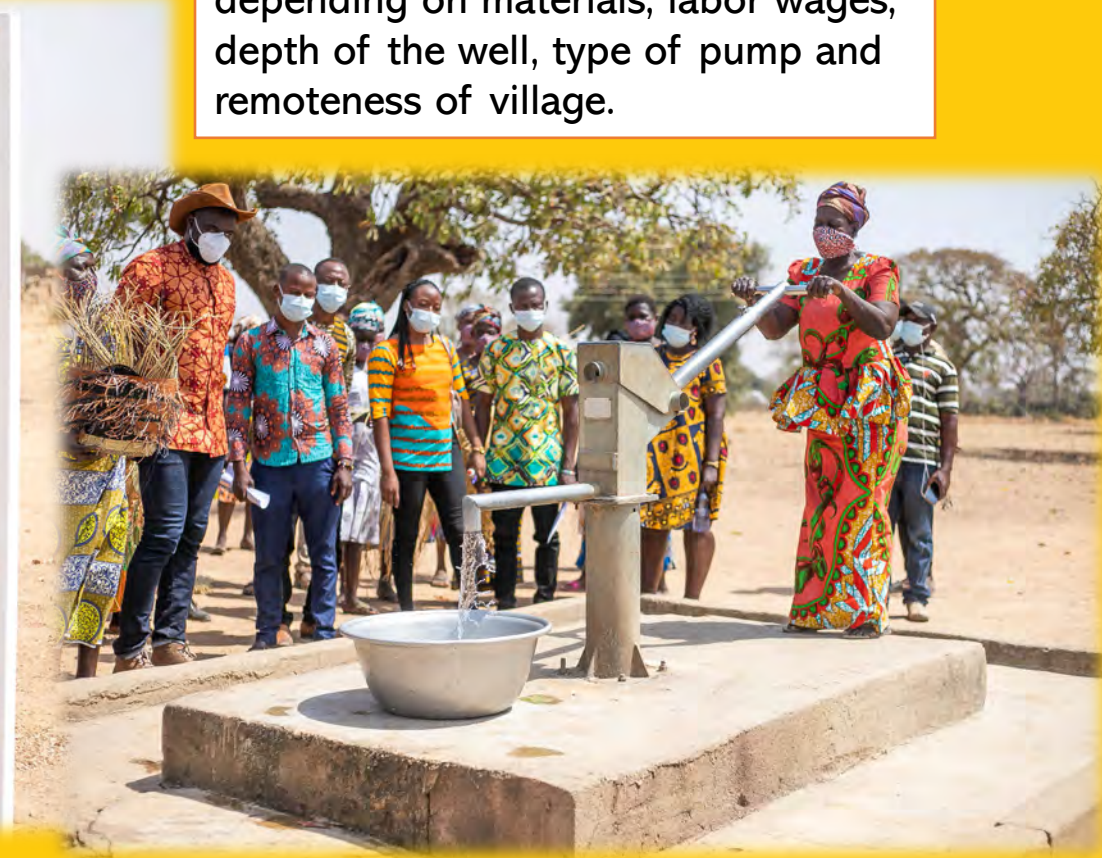
“WHERE THERE IS WATER, THERE IS LIFE”

Building a foundation that supports life...

To install one well it cost \$3,100-\$8,000 USD on average
These figures can increase from here depending on materials, labor wages, depth of the well, type of pump and remoteness of village.



- ❖ 2016 - Installed deep water well and hand pump at weaver community of Sumbrungu, Northern Ghana
- ❖ 2018 - Installed deep water well and hand pump at weaver community of Sherigu, Northern Ghana




Whole Foods Market


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Questions for Jenn, Joanne & Nichele?
Please type them in the chat.





Whole Foods Market



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10-minute break

Please return at 12:15 PM Central time

African Voices Changemakers

“That is why Alaffia exists, is to foster peace and health in our communities in the world.”

Olowo-n'djo Tchala

ALAFFIA SHEA BUTTER CRAFTING VILLAGE IN SHERIGU, NORTHERN GHANA

New Year, New Beginnings 2021



››› ALAFFIA UNREFINED SHEA BUTTER

Shea is truly the bread-and-butter ingredient of West Africa! Alaffia's main ingredient, **Shea butter**, is a luscious and thick plant butter rich in vitamin E and essential fatty acids. It has become well known and highly desired by the global body care industry to heal, soften, soothe, and protect the skin.

Shea Nut



Shea Butter



Since the establishment of our Shea Butter Cooperative in 2003, traditional extraction techniques have been used to create our handcrafted, unrefined fair-trade shea butter. This production method preserves Africa's culture and history, shea butter's beneficial components, and creates a truly exceptional shea butter while empowering women.

Alaffia has built a transparent and traceable supply chain "from nut to bottle".



Shea Tree

Knotted looking tree that grows to a height of 30 to 50 ft.

First fruit takes at least 20 years, 50 years to reach maximum productive capacity, and fully productive for more than 100 years

One of the world's most sustainable natural resources
Grows naturally in West and Central Africa savannas

Resistant to Africa's savannas fires and requires **no irrigation, no fertilizer or pesticides.**



TAF (THE ALAFFIA FOUNDATION)

A LOOK INTO ALAFFIA'S EMPOWERMENT PROJECTS

When you choose our handcrafted skin and hair care, you join us in empowering women and families in Togo, West Africa. Together, we're cultivating beauty, equality, and empowerment through the following projects:





MATERNAL CARE

**Whole Foods Market
purchases from Alaffia
have helped to fund:**

1,646 Births

**Our total Alaffia 2020
impact stats:**

5,597 Births

As of 12/31/2020



BICYCLES FOR EDUCATION

Whole Foods Market
purchases from Alaffia
have helped to fund:

3,050 Distributed

Our total Alaffia 2020
impact stats:

10,817 Distributed

As of 12/31/2020



SCHOOL SUPPLIES

**Whole Foods Market
purchases from Alaffia
have helped to fund:**

3,082 Recipients

**Our total Alaffia 2020
impact stats:**

37,521 Recipients

As of 12/31/2020



REFORESTATION

**Whole Foods Market
purchases from Alaffia
have helped to fund:**

**31,539 Trees
Planted**

**Our total Alaffia 2020
impact stats:**

**99,964 Trees
Planted**

As of 12/31/2020



EYEGLASSES

**Whole Foods Market
purchases from Alaffia
have helped to fund:**

**2,568 Donated
& Distributed**

**Our total Alaffia 2020
impact stats:**

**30,852 Donated
& Distributed**

As of 12/31/2020



SCHOOL CONSTRUCTION

**Whole Foods Market
purchases from Alaffia
have helped to fund:**

7 Kindergartens

**Our total Alaffia 2020
impact stats:**

**16 Schools
Built**

As of 12/31/2020



COMMUNITY SERVICE- CALL TO ACTION



❖ Call to Action!

Bring awareness to TAF (The Alaffia Foundation) by sharing what you learned today!

❖ You can help by doing one of the following:

- You can bring awareness to TAF and share the following donation link to build funds towards any of the following Empowerment projects (School construction, School supplies, Maternal Care, or Eyeglasses).

<https://alaffia.foundation/whole-foods-market/>

Or

- Contact Jennifer.smith@alaffia.com for instructions to receive a guided weekly post to share on Facebook or Instagram, once a week for the next 4 weeks. We ask that you engage for 30 mins a week to reach your 2hr community service commitment.

The Following Empowerment and Equality projects will be highlighted

- Week 1- School Construction
- Week 2- School Supplies
- Week 3- Maternal Care
- Week 4- Eyeglasses



**Thank you
Yanakokari**

It will take a village. We will make history.

Jennifer Smith
Brand Educator
Jennifer.smith@alaffia.com

BEAUTY EQUALITY > EMPOWERMENT



Whole Foods Market

Virtual Team Member Volunteer Program

Questions for Jenn?
Please type them in the chat.



Whole Foods Market **Virtual** Team Member Volunteer Program

Questions & Appreciations

