

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

WHOLE PLANET  
FOUNDATION

GUATEMALA

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.



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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





# Whole Foods Market

## Virtual Team Member Volunteer Program



### ALLEGRO COFFEE

#### LEAD COFFEE BUYER & SUPPLY CHAIN MANAGER

Jess Brooks

Jess started working with Allegro in 2007 – but has spent her entire career in coffee. As Allegro’s Lead Coffee Buyer, she works first-hand with coffee producers and members of the supply chain to develop win-win partnerships for WFM. Jess’s foundation lies in the pursuit of equitable sourcing practices and continuing Allegro’s long history of doing good for our farming partners. She has traveled extensively to all coffee growing regions, building relationships to better understand the complex dynamics of coffee. Jess is highly involved with the Specialty Coffee Association, participating as competitions judge, cupper, and trainer for events. Outside of coffee, Jess enjoys spending time at her home in the mountains near Boulder, CO with her husband and 3-year-old daughter.

# GUATEMALA

## SOURCING OVERVIEW

# ALLEGRO COFFEE®

\*FOR TRAINING & PRESENTATION PURPOSES ONLY  
— NOT FOR IN-STORE SIGNAGE\*





**In 2020 Allegro purchased:**

- **1.3 million pounds of coffee from Guatemala, primarily from the Huehuetenango region**
- **Single-origin for ACC bulk & Small Batch**
- **Important Blender for ACC line – Org Espresso Bel Canto, Org Café La Duena, Org Early Bird, Org Breakfast Blend, Org French Roast, etc.**

## **GUATEMALA MAYA IXIL**

Walking through a field of beans on the way to the coffee in the mountains near Santa Avelina. Beans are another important crop in the area to provide food to the community.





# BUILDING EQUITABLE PARTNERSHIPS FOR THE FUTURE



## GUATEMALA ACODIHUE

Vicky, leader of the El Pajal women's group at Acodihue with Allegro Coffee Buyer Jess Brooks. Vicky has been leader of the group since it's inception. She and the members are empowered and focused on learning the skills necessary to improve their coffee production and families' livelihoods. Women make up 80% of the Acodihue cooperative. Allegro purchases women's lots for us in Café La Duena.

## Producer Spotlight: **GUATEMALA ACODIHUE**

- 1200 members, located in Huehuetenango region, members are comprised of small producers representing nine different Mayan ethnic groups.
- Allegro purchases Fair Trade Organic and Rainforest Organic certified coffees from ACODIHUE, with a focus on women-produced and youth-produced lots.
- There are 21 separate women's groups that are part of the larger "Manos de Mujer" group that was founded in 2012 to formally market women-produced lots.
- ACODIHUE cooperative began as an NGO and continues to keep the well-being of its members as its focus – numerous assistance programs, specifically focused on women and young coffee farmers, including access to health benefits, food security trainings, and business services including marketing, commercialization and economic development focused on coffee and honey production.





## GUATEMALA ACODIHUE

“Los jóvenes”, or the youth, of Rancho Viejo, part of the Acodihue cooperative. This group of young coffee producers is focused on building sustainable careers in coffee. They have diversified their family farms through beekeeping and vegetable gardens as part of the work of Food 4 Farmers and other support projects.



## Producer Spotlight: GUATEMALA MAYA IXIL

- 200 members, centered around the town of Santa Avelina, located in the remote Ixcan region of Guatemala in the department of Quiche.
- The cooperative sells coffee and honey, providing programs for technical assistance, food security and micro-lending to its members.
- The average farm size is .5 to 2 hectares and many travel a few kilometers daily to their plots of land for coffee, vegetable production and to maintain their beehives.
- Currently the group sells their honey locally under the Maya Ixil brand and exports through a neighboring cooperative. This diversification is key to a liveable income for these farms as the price of coffee as well as the price of honey is low.

### GUATEMALA MAYA IXIL

Juan and Ana, one of the families of Maya Ixil, with their three children. Juan and Ana grow coffee, produce honey, grow vegetables, make wood-working tools and operate at small store from their home. They continue to diversify so they can have a stable income.





## GUATEMALA MAYA IXIL

18 year old Jacinto works in the sewing workshop at the cooperative. He makes beekeeping suits and gear. Each suit takes about 3 days to sew. These are sold at cost to members as well as sold for profit to a retailer in Guatemala City.







## GUATEMALA ACODIHUE

Members of the El Pajal group of Acodihue walk with us to one of the small farms. Many of the farmers also produce vegetables and grains, such as corn, for their families' consumption or to sell. Food 4 Farmers works with members on building market gardens. Part of Allegro's donation is supporting the development of this program.

## NON-PROFIT PARTNER: **FOOD 4 FARMERS**

- Partners for 7 years, this non-profit works with coffee cooperatives in Guatemala, Nicaragua and Colombia
- Allegro donates roughly \$30k per year to support market gardens and beekeeping programs so farmers can diversity and generate income, built sustainable local foods systems and promote environmental resiliency.
- For more info:

<https://food4farmers.org/>



## GUATEMALA MAYA IXIL

Food 4 Farmers staff lead a workshop with beekeeping members of the cooperative. The topic – addressing challenges of beekeeping, identifying solutions and finding buyers for their honey products.



## GUATEMALA MAYA IXIL

One of the young beekeeping members of Maya Ixil. This young man took over his father's hives after a devastating land-slide destroyed much of his community. His father had to migrate to the US in order to support his family and send money home to Guatemala. Last year roughly 300 young people in this community migrated to the US looking for opportunity as many cannot make a viable income in coffee and honey production.



# Whole Foods Market

## Virtual Team Member Volunteer Program

Questions for Jess?  
Please type them in the chat.







## GLOBAL PROGRAMS DIRECTOR

Daniel Zoltani

Daniel oversees Whole Planet Foundation's global portfolio and is responsible for developing global programmatic strategy, expansion and overseeing partner operations in more than 78 countries.



Before assuming the role of Global Programs Director in December 2015, Daniel served as Whole Planet Foundation's Asia/Pacific Regional Director. In this role he was responsible for identifying new viable partnerships while providing oversight to existing partners spanning the region. Prior to joining the Whole Planet Foundation team, Daniel worked in microfinance at the field level for Whole Planet Foundation's longest standing partner, Grameen Trust. During this time, Daniel supported the planning, implementation, and coordination of the establishment of Grameen Build-Operate-Transfer (BOT) microfinance institutions in Guatemala, Mexico and Colombia.



## WPF IN GUATEMALA





WPF IN GUATEMALA





## IMPACT THROUGH PARTNERSHIPS

- Whole Planet **provides on-lending capital** to vetted partners.
- Partners use funds to **scale their business loan programs**.
- Funds are provided in **local currency**, through **grants and no-interest loans**.
- Funds are for entry-level loans for marginalized populations, **with a focus on women**.
- End-clients' loan sizes are usually between **\$200 - \$500**.
- Whole Planet funded loans **cannot** require any material collateral.

**The ultimate goal is to increase the incomes of the poor.**





## REGIONAL DIRECTOR OF THE AMERICAS & THE CARIBBEAN Stephanie Manciangli



- Stephanie joined the team in 2019 to support Whole Planet's implementing partners in carrying out their respective socially-focused microfinance programs.
- Raised in Atlanta
- B.A. in International Affairs, Florida State
- M.S. International Development, Tulane University
- Previously worked with Points of Light, UNDP, Americorps and for Fundación Paraguaya (voted WPF's "Best MFI of 2019")
- Lived and worked in Panama for 2 years and in Paraguay for 1 year
- Moving back to Panama in August 2021!





## AMERICAS REGION

- First project in 2006 (Costa Rica)
- Funds disbursed to date:
  - ❑ \$7,395,000 to North America
  - ❑ \$23,208,401 to Latin America
  - ❑ 4 different models (traditional microfinance as well as alternative models)
- Currently active: 10 projects



# WHOLE PLANET FOUNDATION







❑ **WFM Product:** Allegro coffee

❑ **Projects:**

- **2017 – 2020:** \$300,000, 3-year grant for Huehuetenango
- **2021 – 2024:** \$300,000, 3-year grant to support La Camojá

❑ **Project Justification:**

Huehuetenango is the largest, most populous, and most diverse department in Guatemala and it is the one that sends the most migrants to the U.S., making it a high-risk operating area.





- ❑ Juana lives with her mother, 16-year old daughter, and 12-year old son in Llano Coyote
- ❑ The family works together on 3 main businesses: embroidery; making tortillas at a local market; a pushcart for prepared meals (chicken, potatoes)
- ❑ Member of a Trust Bank called Las Comerciantes (“The Merchants”) with 7 women entrepreneurs
- ❑ 1<sup>st</sup> loan: ~ \$325 to buy thread for her embroidery work
- ❑ Other loans: To buy corn and wood for her cooking Jobs
- ❑ Working towards purchasing a loom to grow her business. She says this will cost her around 3,000-4000 Quetzales (approx. US\$390 – US\$520).



Her Business Is Essential

**WHOLE PLANET**  
FOUNDATION

Alleviating global poverty through microcredit

**Donate today!**  
To add a donation, take one and scan.

100% of your donation funds microcredit.

**\$1**







COMMUNICATIONS AND PUBLIC RELATIONS SPECIALIST,  
FRIENDSHIP BRIDGE  
Marta Julia Ixtuc Cuc

Marta Julia Ixtuc Cuc is a Kakchiquel Mayan woman, originally from Sololá in the western highlands of Guatemala.

She has a degree in Business Administration with closed studies of MBA and has been a Friendship Bridge staff member since 2007. Today she plays the role of Communications and Public Relations Specialist. She loves to work at Friendship Bridge because of the opportunity to empower and change the lives of many women in Guatemala



# Friendship Bridge: 101

September 2021





# Our Mission

Friendship Bridge is a non-profit social enterprise creating opportunities that empower Guatemalan women to build a better life.





# What We Do

We use an innovative and high-impact approach to poverty alleviation by combining the tools of microfinance, education, and preventive health services. We call this *Microcredit Plus*.

As a result of participating in our programs, our clients experience a combination of

- Increased resilience
- Improved empowerment
- Accelerated business development







# Why Women and Why Guatemala?

Our average client is a 38-year-old Mayan woman whose household earns between \$1.11 - \$4.49 a day. She has just 3.4 years of formal education, cannot read or write, and is unlikely to speak Spanish. All of this adds up to an inability to secure a loan from traditional banks that might better her situation.

1 World Economic Forum. Global Gender Gap Report, 2021

2 CIA. The World FactBook. 2020 . <https://www.cia.gov/the-world-factbook/countries/guatemala/>

3 "Personal remittances, received (% of GDP) - Guatemala." The World Bank. <https://data.worldbank.org/indicator/BX.TRF.PWKR.DT.GD.ZS?locations=GT>.

4 "The World Bank in Guatemala" Overview. <https://www.worldbank.org/en/country/guatemala/overview>



# Our Clients

Our new strategy launched in 2021 introduces a segmented organizational structure to provide specialized services to two distinct client segments:

- Dreamers
- Entrepreneurs





# Dreamers

## IMPACT:

- › Participate in decisions about their health
- › Participate in decisions about their income
- › Improved economic well-being
- › Improved conditions at home
- › Children in school, both more and longer





# Entrepreneurs

## IMPACT:

- › Create jobs and quality employment
- › Increased income and/or assets
- › Contribute to community sustainability
- › Increased leadership at home at home, in her business, and in her community





# Dreamer Clients (Whole Planet Foundation Funded Clients)





# Dreamer Clients (Whole Planet Foundation Supported Clients)





Ana grew up as a field worker. She and her parents worked on a coffee farm in their community. As part of the ancestral practice in rural indigenous communities of Guatemala, her parents chose her husband, and she was married at 15-years-old. Ana and her husband now dedicate themselves to agriculture with their five children, who are between the ages of 13-22. They grow tomatoes, onion, chili, green beans, papaya, and corn, among others.

About 9 years ago, Ana heard about Friendship Bridge at a time when she needed capital to invest in her agricultural business. Later, she decided to diversify her business with a small bookstore alongside her daughters. Together they now run two bookstores and an embroidery business, as well as their agricultural business. Ana is very grateful to Friendship Bridge because of the technical advice that she and her family are receiving.

**“Thanks to the Friendship Bridge’s trainings, my family and I have learned the correct use of fertilizer. The agronomist has also told us about the importance of using organic compost, which is better for our health. Agronomists have come to visit us and bring us new practices that we are adapting in our agriculture business. And the most important thing is that they speak to us in Kiche, because the Spanish language is a bit difficult for me.” - Ana, Friendship Bridge Client**





# Whole Planet Foundation Grant

- Supported geographic reach in Huehuetenango branch
- \$300k, 3-year grant awarded in 2017-2019
- Active borrowers 1,900-2,300
- Loans and Nonformal education







# Trust Banks

To borrow a loan from Friendship Bridge, Dreamer clients must first form groups of 7-25 members called Trust Banks.

The women participate in Non-formal Education sessions that are part of every monthly repayment meeting. Our group lending model allows women to receive social capital in addition to financial capital.

# *Microcredit Plus*



## PLUS SERVICES

Products and services are provided based on each client's individual development.





# Non-Formal Education

Our participatory education lessons cover topics clients identified as most important – business, women’s rights, health, and family. Lessons are interactive and delivered through flipcharts with illustrations so our clients can follow along. Facilitators speak Spanish and the local Maya language of the Trust Banks they serve.



Friendship Bridge

# NFE Video







# Women's Agriculture Credit & Training

Program provides advanced training and tools to small farmholders to support their ability to thrive in a sector vital to their local and regional economies.

Professional agronomists work with farmers, both individually and in community groups, teaching techniques to help maintain and improve soil fertility, better manage resources, reduce costs, improve quality, and increase production.



<sup>7</sup> "Economic Overview", CIA The World Factbook, 2021, <https://www.cia.gov/the-world-factbook/countries/guatemala/#economy>

<sup>8</sup> Isakson, Ryan "Empoderando a Agricultoras por medio de Microfinanzas?"

Una Evaluación Preliminar del Programa de Microfinanzas de Puente de Amistad en El Quiché, Guatemala" University of Toronto, June 13, 2020



# Health for Life

We provide access to culturally-responsive healthcare services and health education programs via domiciliary (home) or mobile clinics that travel to our client's villages.

Clients can receive life-saving detection and treatment for non-communicable diseases as well as other health complications.



Friendship Bridge

[www.friendshipbridge.org](http://www.friendshipbridge.org)

# Entrepreneur Clients



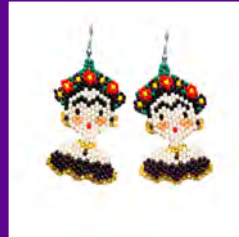


Friendship Bridge

# Handmade by Friendship Bridge

We provide artisan clients with skills, learning experiences, education, and technical assistance that gives them access to sell their products to a global market. We prioritize quality of raw materials, buyer expectations, product pricing, and fair wages for their work.

[www.handmadebyfriendshipbridge.org](http://www.handmadebyfriendshipbridge.org)



# 2020 and COVID-19

- 1st case of COVID in Guatemala: March 2020
- Phone calls to offer emotional support and accurate info about the virus
- 2 Month Grace Period on Loans
- Virtual Staff Trainings
- Emergency Food Relief Program
- Visit [www.friendshipbridge.org](http://www.friendshipbridge.org) to view a timeline of our response during the entire year





In the highlands of Guatemala where Manuela lives, most conversation about the COVID-19 vaccine is fueled by rumors. Some people claim the vaccine will leave you with only two years left of your life and others claim it robs women of their ability to have children. But Manuela knows the rumors are false. As a Friendship Bridge client, she received numerous phone calls during the height of the pandemic from our facilitators who taught her how the virus spreads and what safety precautions she and her family needed to take. "Friendship Bridge called me many times repeating the health measures against COVID-19," Manuela said. **"This has helped me not to forget to wear my face mask, to wash my hands constantly, and to maintain social distance. I use these tips in practice every day."**

In August, she met in person with other Friendship Bridge clients during her monthly Trust Bank meeting, where she learned that the vaccine was safe, and it would help prevent her from getting sick. Just a week after her training, she got her first COVID-19 vaccination shot. **"Nobody forced me to get vaccinated," she said. "I did it because I wanted to and because I want to stay longer with my family. Currently, the disease is attacking stronger and that is why we must take care of ourselves."**





# Current Events

- Great Place to Work certification
- Over 92% of staff are vaccinated in Guatemala
- Branch expansion
- COVID-19 and Vaccine Education Module
- Launch of *Bridge to Success* program and new Strategic Plan: Impact<sup>2</sup>



9 "Guatemala: Coronavirus Pandemic Country Profile" Our World in Data, August, 2021, <https://ourworldindata.org/coronavirus/country/guatemala>

10 Welsh, Teresa, "Why Guatemala's COVID-19 vaccination campaign is so slow", Devex, May 2021, <https://www.devex.com/news/why-guatemala-s-covid-19-vaccination-campaign-is-so-slow-100009>





# What's next?

We're moving forward with new strategic initiatives:

1. **Responsible Growth:** Strategic targeting to acquire new clients and geographies, improved retention rates, and expanded reach and depth of our programs and services.  
**Whole Planet Foundation will be funding the new Camoja branch this month with a \$300k, 3-year grant.**
2. **Innovation and Technology:** Be a nimble, responsive, and learning organization that is quick to respond to client and market needs. New technologies will allow both Friendship Bridge and our clients to prosper.
3. **Bridge to Success:** Provide appropriate products and services to Entrepreneur clients to support the creation and/or expansion of their businesses, increase empowerment, activate business development, and create jobs in rural areas of Guatemala.
4. **Social Impact:** Contribute to creating positive generational change and community transformation for clients, their families, and Friendship Bridge employees.

# Thank you!

303-674-0717

info@friendshipbridge.org


[www.friendshipbridge.org](http://www.friendshipbridge.org)






Questions for Marta, Daniel or Stephanie?  
Please type them in the chat.





Whole Foods Market



**Virtual**

**Team Member Volunteer Program**

10-minute break

Please return at 11:35 AM Central time



Virtual

# Whole Foods Market Team Member Volunteer Program



DIRECTOR & CO-FOUNDER, OPTIMIST

Zach Ingrasci

First, he survived for two months on \$1 a day in Guatemala. Soon after, he lived in a tent in a Syrian refugee camp. And most recently, spent 10 years documenting the journey of an undocumented boy in New York City. Zach Ingrasci is an award-winning filmmaker, and activist, who on-stage, demystifies some of the world's most complex situations — leaving audiences more connected and empowered to make a difference.

As co-founder of the non-profit Optimist, Zach has created over 15 films and series that have raised \$91.5 million dollars for the films' causes — changing over 275,000 lives. His films, including *Living on One Dollar* and *Salam Neighbor*, have been released globally by Netflix, Amazon, HBO, National Geographic, and The Atlantic.







A stylized image of Earth from space, showing the curvature of the planet and a bright sun rising over the horizon, creating a lens flare effect. The text "1.1 BILLION" is overlaid in white, bold, sans-serif font.

1.1 BILLION

The image is a 2x2 grid of satellite maps of Central America. In each map, the country of Guatemala is highlighted with a green outline and the word "GUATEMALA" is written in green capital letters across its center. The surrounding regions, including Mexico to the north and the Caribbean Sea to the east, are shown in a darker, muted green and blue. The text "WAIT WHAT?" is superimposed in large, white, sans-serif capital letters across the center of the four maps.

WAIT WHAT?















A scenic landscape photograph featuring a body of water in the middle ground, with mountains visible in the background under a blue sky with scattered clouds. The foreground is filled with a dense pile of dry, light-colored reeds or sticks. The text "I WONDER WHY?" is overlaid in the center in a large, white, sans-serif font.

I WONDER WHY?













1.1 Billion







A photograph of two men standing on a construction site at sunset. The man on the left is seen from the side, wearing a dark long-sleeved shirt and light-colored pants. The man on the right is facing him, wearing a dark hoodie and has a beard. They are both smiling. In the background, there are mountains and a construction site with rebar visible. The sky is a mix of blue and orange from the setting sun.

COULDN'T  
WE  
AT LEAST?





ONE CHANCE TO FIGHT POVERTY

IN OUR GENERATION

LIVINGONONE.ORG  



LIVING ON ONE FILM TOUR





# LIVING ON ONE DOLLAR

2013 NR 56 minutes

Four American friends travel to rural Guatemala, where they attempt to exist on a dollar a day for two months to experience life in extreme poverty. [More info](#)

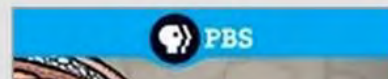


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A person is seen from behind, standing on a dirt path and flying a drone. The drone is in the upper left of the frame, with its lights glowing. The background features a calm lake, distant mountains, and a sunset sky with soft orange and blue hues. The overall scene is peaceful and scenic.

# HOW CAN I HELP?











**O  
PTI  
MIST**











# WHAT REALLY MATTERS?







**WAIT WHAT?**

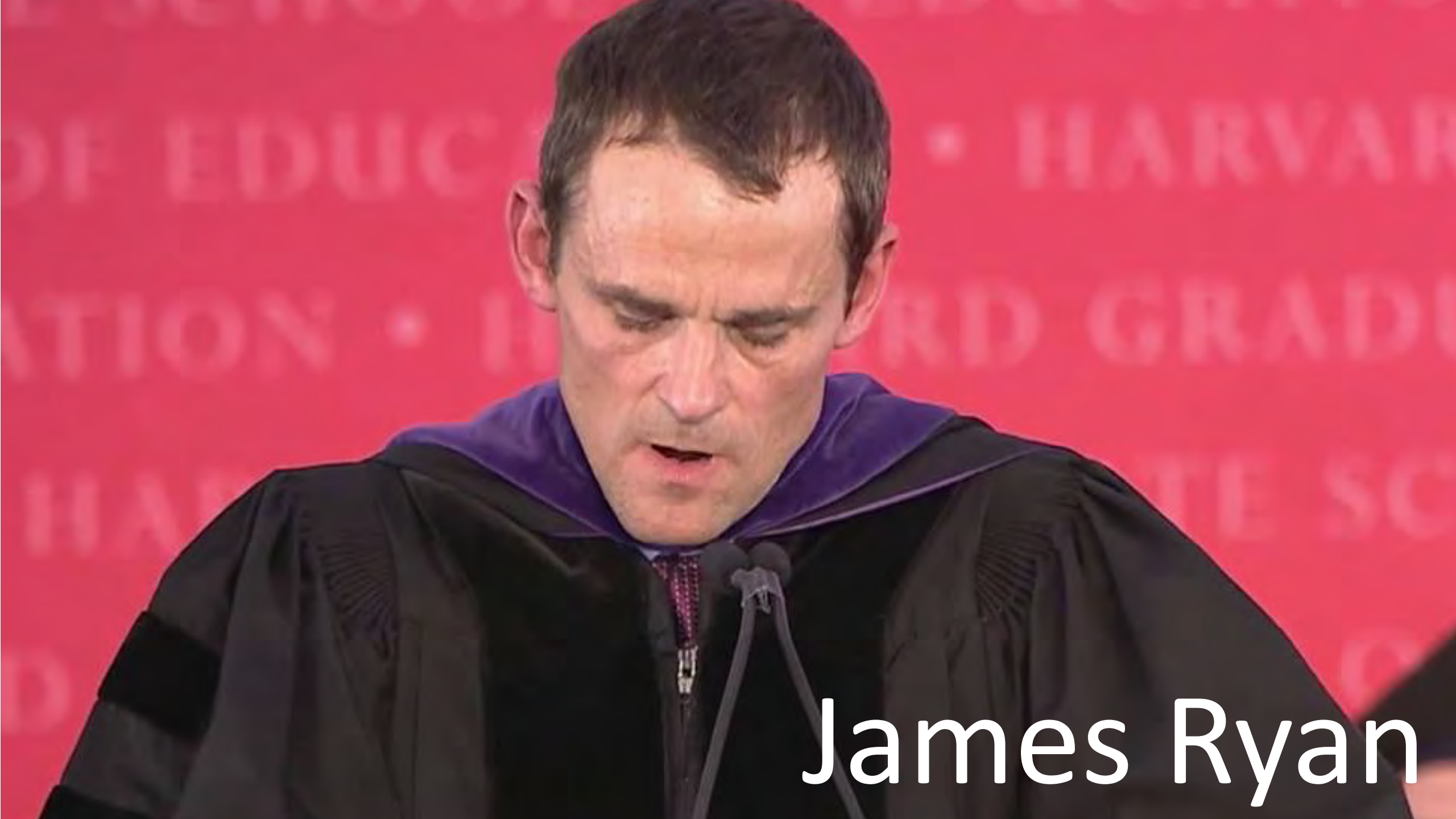
**I WONDER WHY OR IF?**

**COULDN'T WE AT LEAST?**

**HOW CAN I HELP?**

**WHAT REALLY MATTERS?**





James Ryan





**WAIT WHAT?**

**I WONDER WHY OR IF?**

**COULDN'T WE AT LEAST?**

**HOW CAN I HELP?**

**WHAT REALLY MATTERS?**





Supporters of Living on One Dollar  
Have Funded 1600 Microloans

\$390,441 Raised

\$400,000 Goal

BECOME A FUNDRAISER

DONATE NOW

<https://www.classy.org/campaign/living-on-one-dollar-a-day/c160052>







# THANK YOU

OPTIMIST.CO

@OPTIMIST





# Whole Foods Market

## **Virtual** Team Member Volunteer Program

Questions for Zach?  
Please type them in the chat.





# Whole Foods Market

## Virtual Team Member Volunteer Program

### Questions & Appreciations

