

Virtual Team Member Volunteer Program





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



Virtual Team Member Volunteer Program





WPF GLOBAL EDUCATOR & WFM TM VOLUNTEER PROGRAM MANAGER Genie Bolduc

### Thank you for joining!

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



Virtual Team Member Volunteer Program









#### Virtual 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



### 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









502

## TEAM MEMBER VOLUNTEER PROGRAM

60

par ALAFFIA en Collaboratio avec Whole Foods Market J.E.P DJAMA





#### Virtual Team Member Volunteer Program

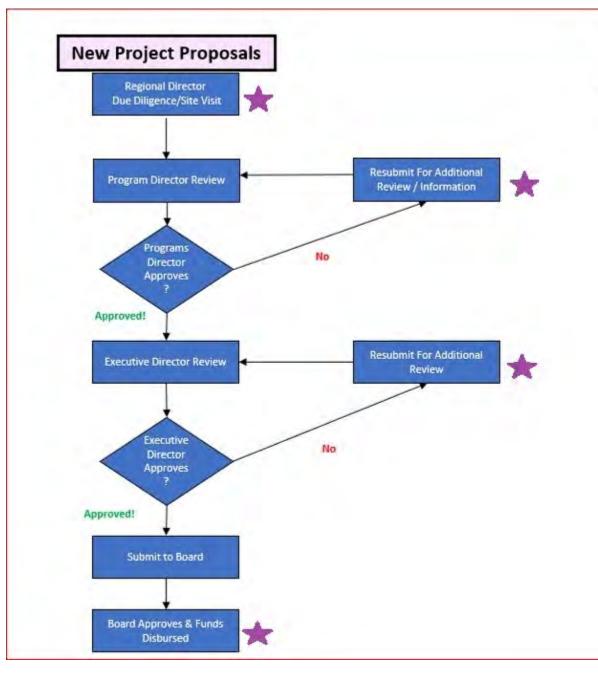


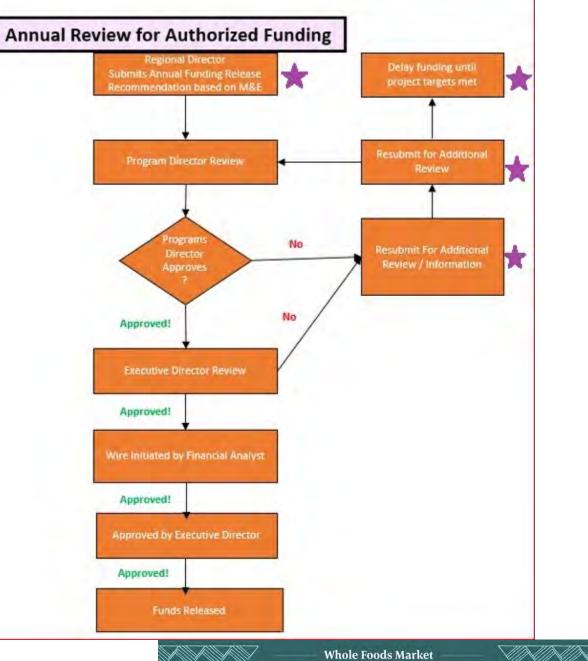


WPF REGIONAL DIRECTOR, EASTERN AND SOUTHERN AFRICA Zoe So

Zoe joined Whole Planet Foundation in June 2016 as a Program Manager supporting the Africa and Middle East portfolio.

Prior to joining WPF, Zoe started an independent consultancy specializing in program strategies and partnership development for NGOs and social enterprises. She worked at BRAC USA for three years, where she supported financial inclusion and youth empowerment initiatives in Uganda, Tanzania, and Sierra Leone. Zoe has also worked in operations, grant management, and monitoring and evaluation in Afghanistan and the Democratic Republic of Congo and served in the Peace Corps as a small enterprise development volunteer in Senegal. She holds dual master's degrees in international affairs and journalism from Columbia University, and a bachelor's degree in foreign service from Georgetown University.









Virtual Team Member Volunteer Program



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

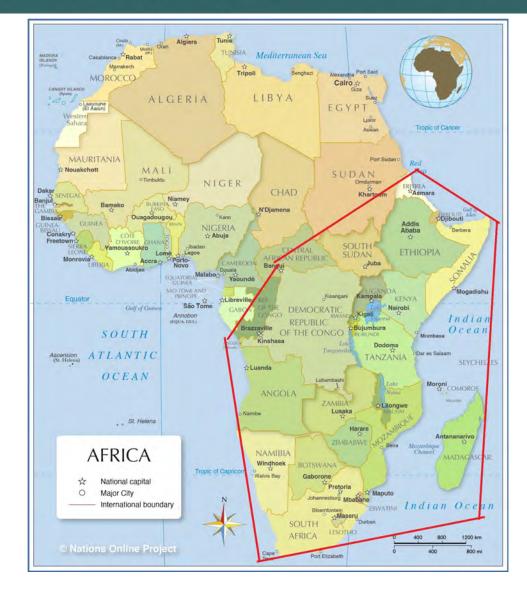
#### FIELD TEAM'S ROLE

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



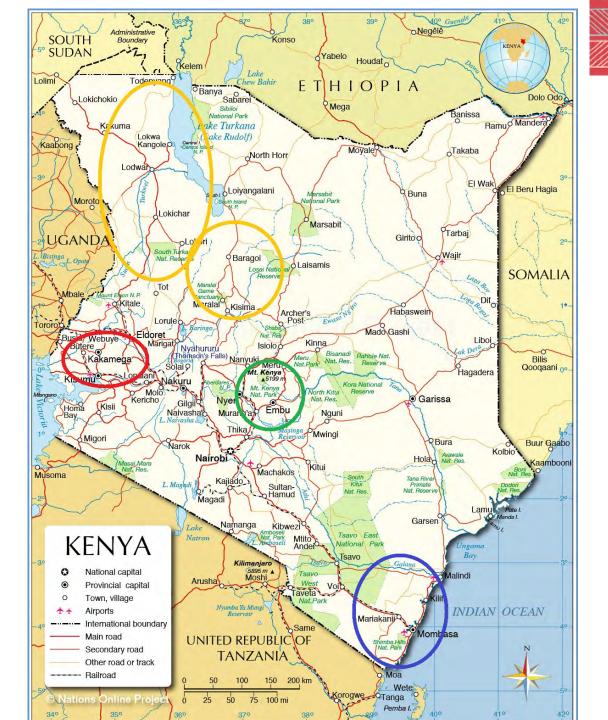
Virtual Team Member Volunteer Program





#### **EAST AND SOUTHERN AFRICA REGION**

- First project in 2008
- Africa portfolio split into 2 regions in 2018
- East and Southern Africa Region
  - Authorized projects since 2008:
    54 projects
    - 15 countries
    - □ \$23.2 Million
  - Currently active: 24 projects



## Microfinance in Kenya

WHÔLE PLANET

FOUNDATION

- Whole Planet Foundation has four active partners in Kenya.
- Each partner focuses on a different microfinance model.
- We support activities in different geographic regions.

One Acre Fund – Agricultural Finance Musoni – Traditional Group Microfinance The BOMA Project – Ultra Poor Graduation

Bidhaa Sasa – Asset Finance



Virtual Team Member Volunteer Program



## Questions for Zoe? Please type them in the chat.





#### 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.

## KENYA

### SOURCING OVERVIEW

## ALLEGRO COFFEE®

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



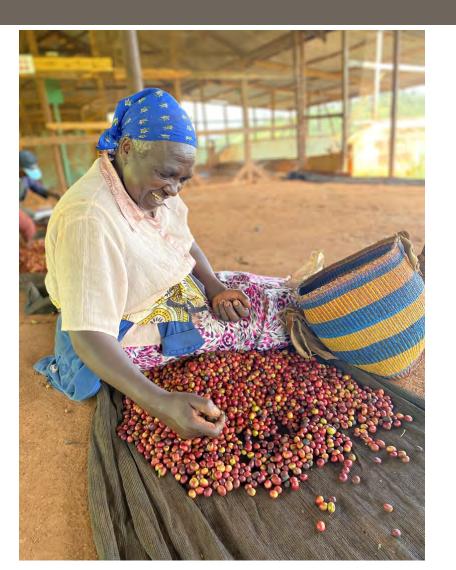
ALLEGRO

Small Batch WHOLE BEAN COFFEE 1202 (340g)

## Kenya Grand Cru & Zuri

Varieties — SL28, SL34, Ruiru11 Elevation — 1800 masl

Flavor notes — red wine, blackberry, currant



The growing area that lies between Mt. Kenya and Aberdare Mountain range yields some of the world's finest coffees. These great coffees are typically grown on tiny half acre farms by members of cooperative washing stations or on small independent family farms. The exceptional flavors in this area are in large part due to the prevalence of the SL28 and SL34 Bourbon coffee varieties. Our Kenya Grand Crus come from cooperatives in Nyeri County – the areas surrounding Mt Kenya.

Kenya Coffees are some of the most prized flavor profiles (and expensive) coffees in the world. However, the price consumers and roasters pay for these coffees doesn't always line-up with the price paid to the farmers. There is a clear gap – but with our importers and exporter, we working to close this gap and ensure the farmers of Nyeri are being paid fairly for their coffees.



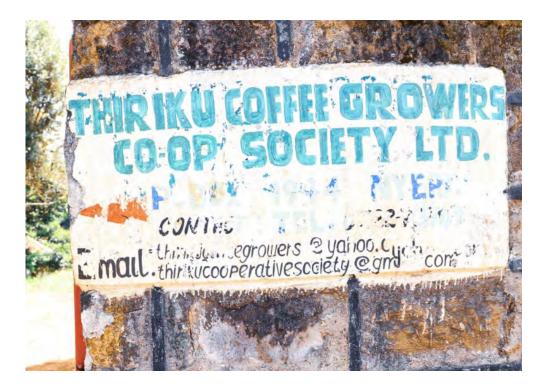
#### In 2020 Allegro purchased:

- 57,000 pounds of green coffee from Kenya less than 0.5% of total volume
- Average price \$5.16 / lb
- Important origin for quality & Allegro's history





## BUILDING EQUITABLE PARTNERSHIPS FOR THE FUTURE



#### **Producer Spotlight: THIRIKU COOPERATIVE**

- 1000 members, located in Nyeri County
- Our partnership with Thiriku began this harvest year, when our importer Trabocca, started buying Kenya coffees in a transformative way – working directly with small-holder farmers (and paying them up front for their crop) and bypassing the national auction system. The result has been an innovative new sourcing model.
- Thiriku members are some of the best paid coffee farmers in Kenya Allegro purchases through this direct partnership.
- This new direct sale model enables the farmers to receive higher prices, excluding the middle-man and mitigating the potential for corruption while receiving overall higher prices for their coffees.
- First of its kind in Kenya the goal to establish actual win-win partnerships between producers increasing quality and prices for true sustainable Kenyan coffees.





















Virtual Team Member Volunteer Program



## Questions for Jess? Please type them in the chat.

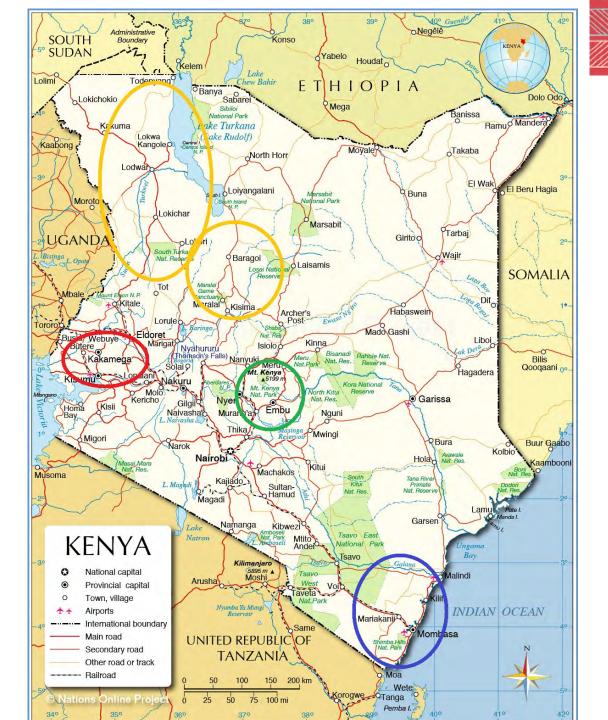




Virtual Team Member Volunteer Program



## 10-minute break Please return at 11 AM Central time.



## Microfinance in Kenya

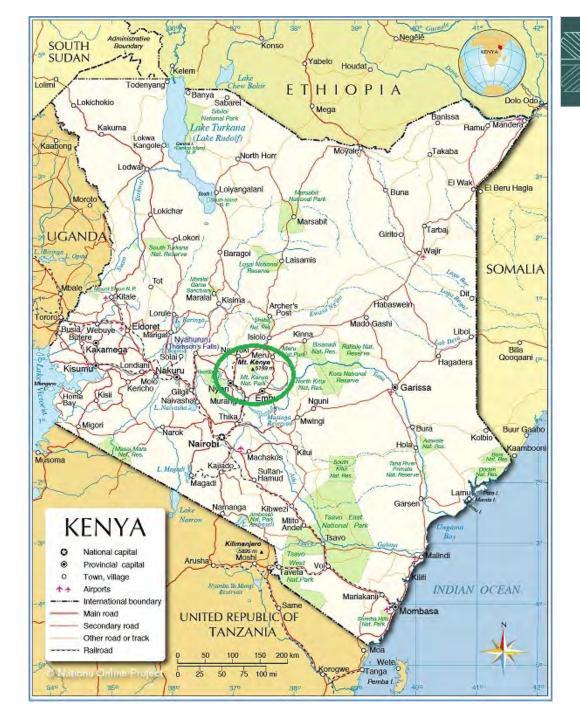
WHÔLE PLANET

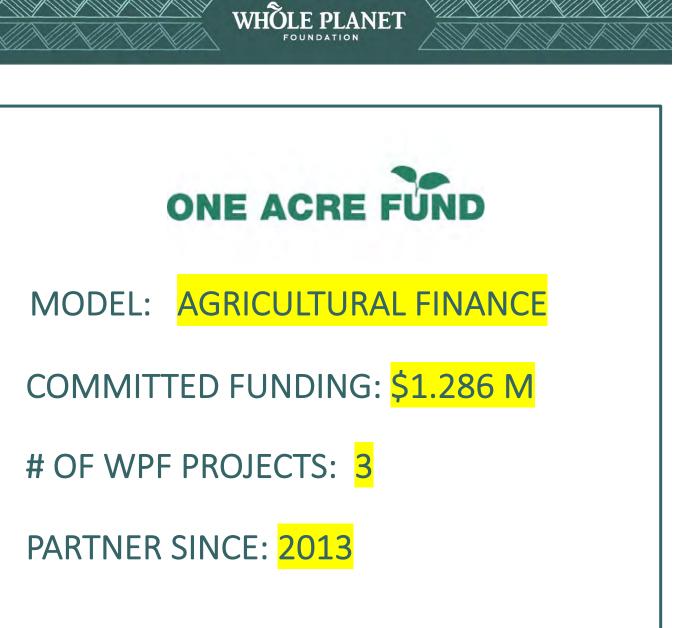
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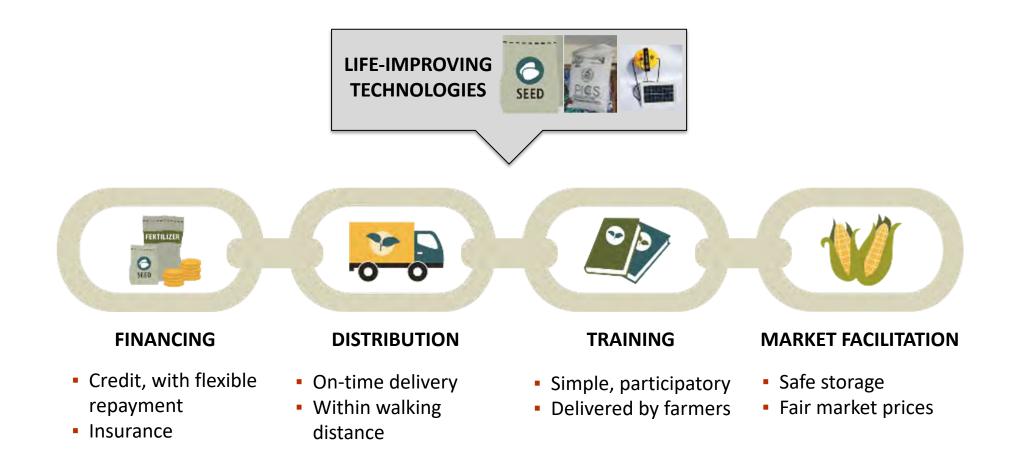
One Acre Fund – Agricultural Finance Musoni – Traditional Group Microfinance The BOMA Project – Ultra Poor Graduation

Bidhaa Sasa – Asset Finance





## **One Acre Fund's model: comprehensive, market bundle**



Farmers organize in groups of 8-12 to jointly enroll and take out a group loan in our program

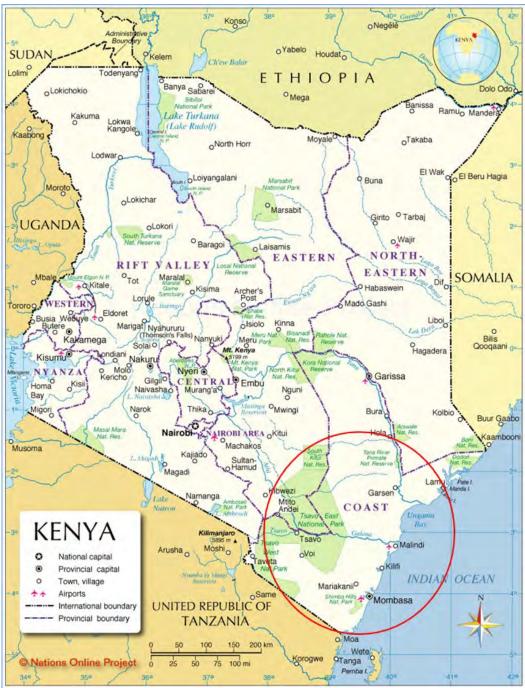
#### We purchase with the power of hundreds of thousands of families

Deliveries are made in the field, clients walk home with their inputs

We follow up with in-field training every two weeks

Our customer repays over 98% of the time – she is our boss





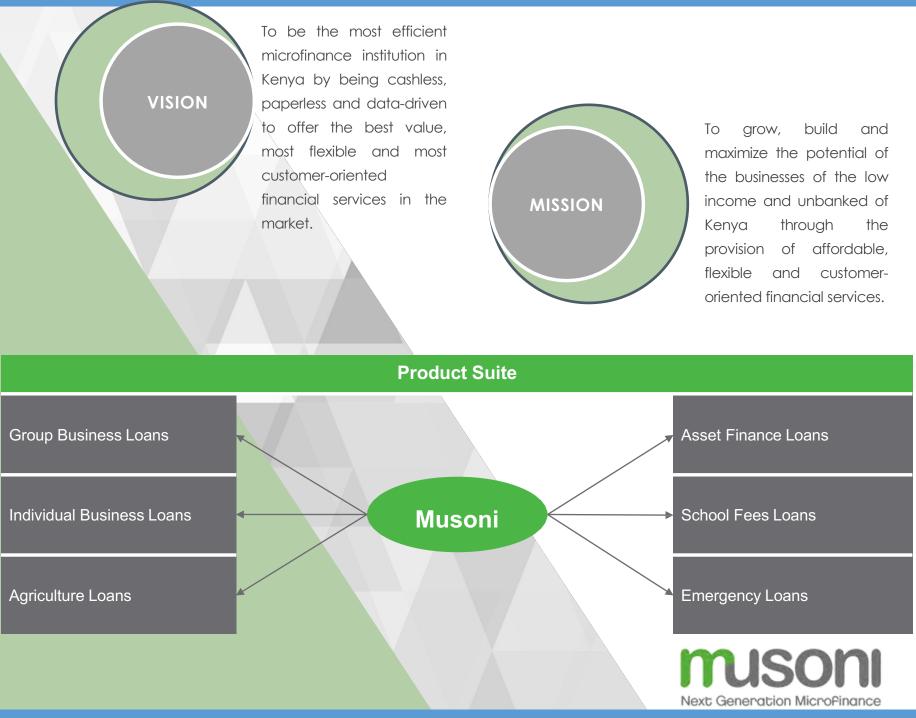


## Musoni Microfinance Ltd.

### **MUSONI PROFILE**

- ✓ Musoni' was founded in 2010 with the aim of "revolutionising microfinance with the use of mobile technology".
- Musoni offers a broader range of services other than mere credit.
- Musoni delivers financial services that bring financial and social impact to our clients through three core financial products in Group Lending, Individual Loans, and Agricultural loans.





### STAKEHOLDERS/ PARTNERS

• Musoni has attracted strong equity and debt investors comprising of credible international financial institutions with a long standing experience in the micro finance sector.





### **OUR BUSINESS MODEL**

Ho Cash

CASHLESS - Cashless interaction with its customers whereby the loan disbursements and loan repayments are through mobile money



**DIGITAL FIELD APPLICATIONS** – Loan officers equipped with tablets that enable them register clients, process loan applications, collect and track Social Performance Management (SPM) data, access basic reporting and answer client inquiries in the field, thus eliminating paper forms, digitising data, and saving time and money



DIGITIZATION OF THE LOAN APPLICATION PROCESS AND THE CASH-FLOW ANALYSIS - This was to improve the operational inefficiencies and reduce the loan processing turnaround time



USSD APPLICATION – The launch of the Musoni USSD has greatly improved the clients' experience as it allows them to manage their accounts via the mobile phone. Therefore, the advantage of this service for the clients is convenience, mobility, and accessibility. This will then allow Musoni to leverage on this application to improve our service levels, customer value proposition and product innovation.



**DOCUMENT/DATA MANAGEMENT SYSTEM (DMS)** – Musoni is currently working on a document management system that will catalyse its quest for being paperless. Beyond other benefits, the DMS workflow feature will allow for the digitisation of the loan assessment process. This will not only bring efficiencies in the loan application turnaround time but also help with decision-making.

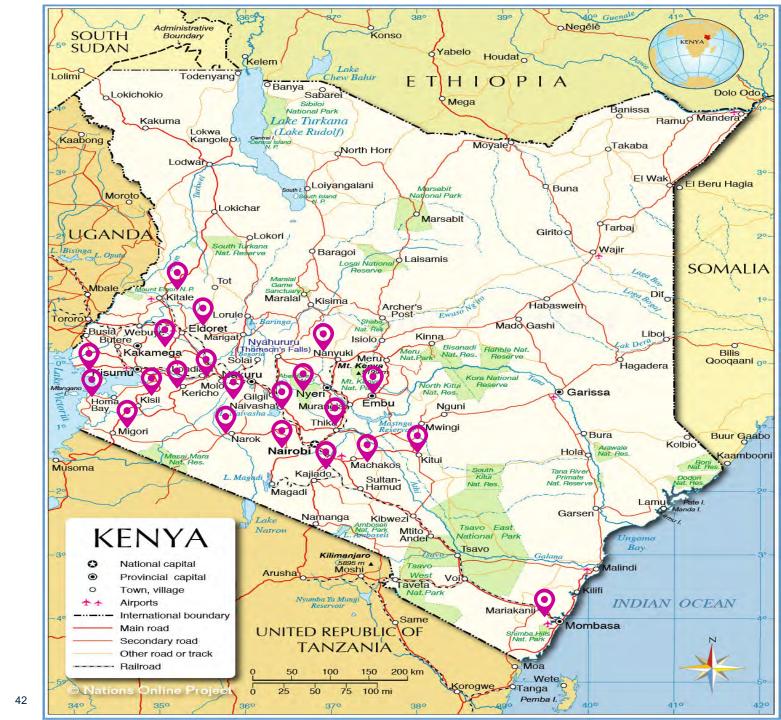


#### **GEOGRAPHICAL REACH**

- Musoni has a wide geographical reach in Kenya;
- It is able to offer its products to remote parts of the country;
- The company has 37 locations in Kenya:

#### **Touch Points:**











### SOCIAL IMPACT INDICATORS



#### Depth of Outreach

- Rural Vs Urban
- Women Vs Men



#### Adequacy of Products

- Quality of Services
- Accessibility of Services
- Rejection rate
- Client Exit



### Transparency and Client Protection

- Multiple Loans
- Client Training
- Complaint Management
- Client Retention
- Client Satisfaction
- Poverty Probability Index (PPI)



#### Responsibility to Staff

- Staff Gender (Women/ Men)
- Staff Exit Reasons
- Staff Satisfaction Score (NPS)
- Staff Turnover Ratio
- WCO Turnover Ratio





### Non-Financial Services

45,371+ customers trained virtually in 2020 amidst Covid-19 crisis









#### Transformer Award Link: <u>https://en.transformersawards.com/2021awards</u>

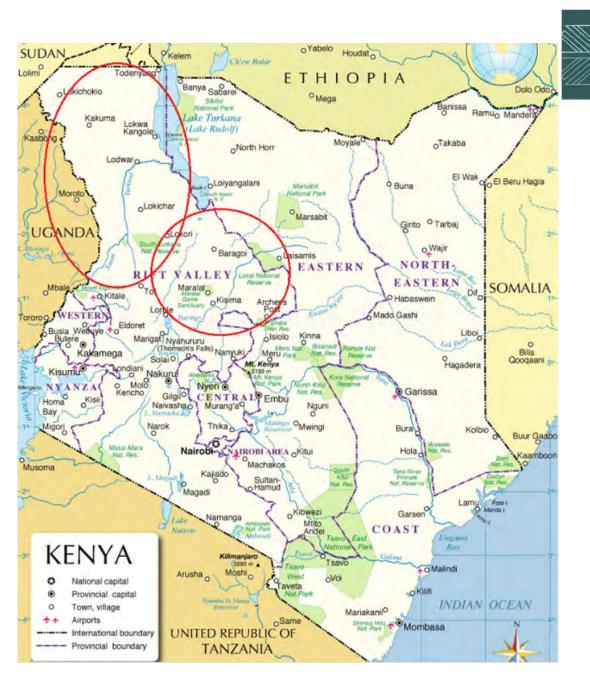


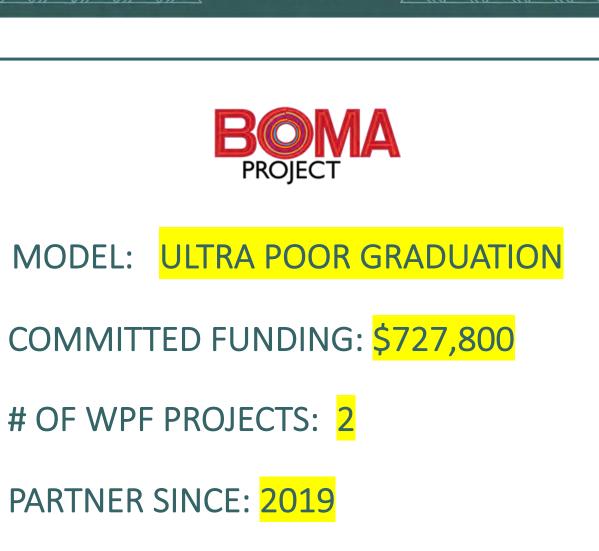
www.TransformersAwards.com

## musoni

Next Generation Microfinance

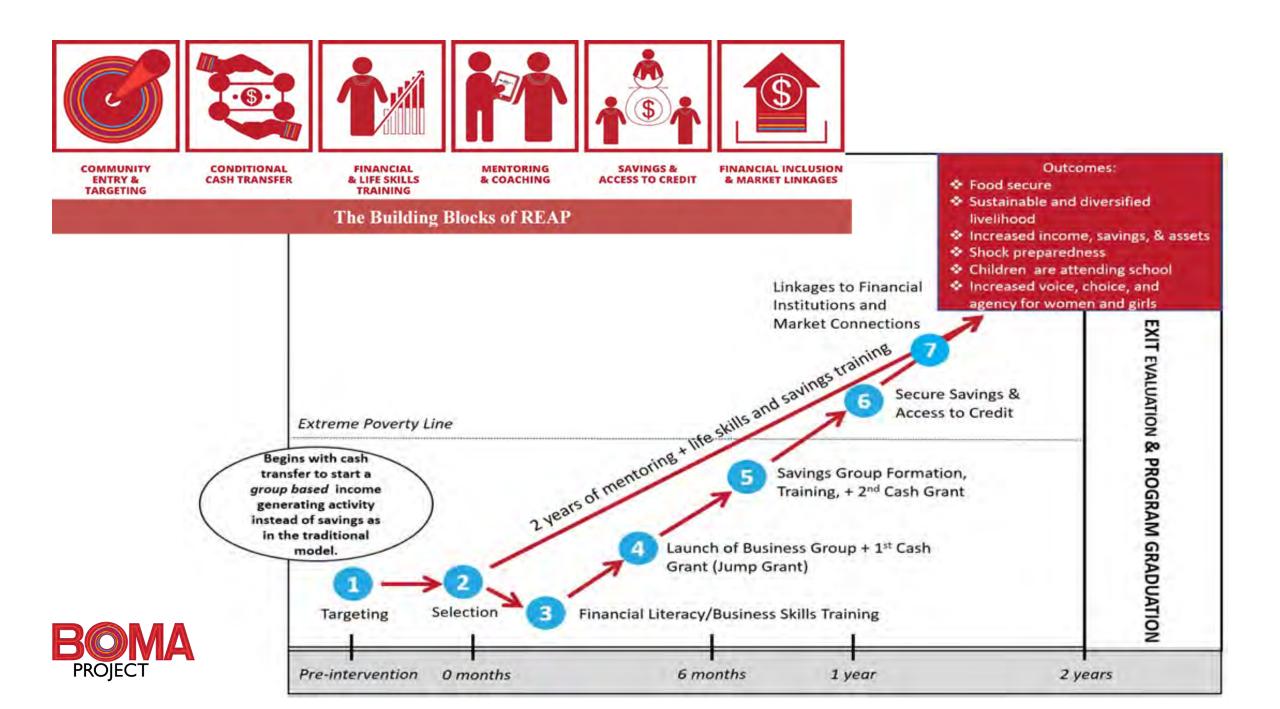
## THANK YOU!





WHOLE PLANET

FOUNDATION











# Powerless?

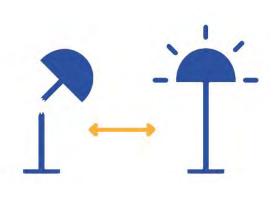


## Empower Women

## Empower Women







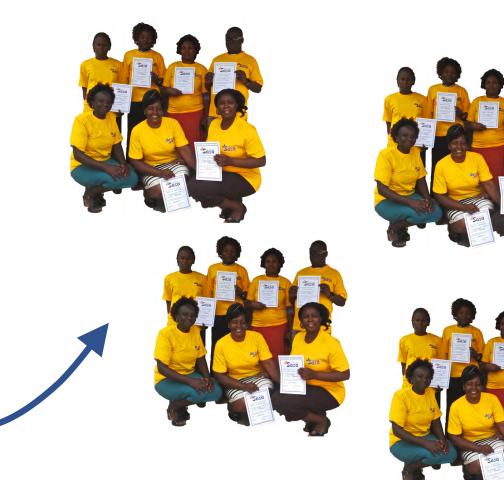
Finance

Delivery

Product education

## Empower Women





## "I've become well known in my village and beyond"



## To date



100,000 families delivered to

\$1,400,000

clients save per year

products categories

12 branches

3

countries

\$2,000,000

annual revenue















**Whole Foods Market** 

Virtual Team Member Volunteer Program



## Questions? Please type them in the chat.











Whole Foods Market

Virtual Team Member Volunteer Program



## 10-minute break Please return at noon Central time.



#### **Whole Foods Market**

#### Virtual Team Member Volunteer Program



WELL AWARE EXECUTIVE DIRECTOR Kareece Sacco



Kareece is the new Executive Director of the Austin-based, international nonprofit, Well Aware. Her tenure as an intern at Well Aware led her to a full-time position as the organization's Director of Operations after a career in the biotech industry. Her passion for international development, combined with her commitment to excellence, earned her the most executive leadership position at Well Aware after just two years.

Prior to graduating from UT-Austin with a focus in Geography and Business, Kareece spent her youth on frequent humanitarian missions in overlooked communities in the U.S. She found her passion for philanthropy at an early age, and she continues to approach her leadership with a lens of community involvement and pragmatism.

As one of the youngest executives in the water charity sector, Kareece has already earned a certification in Sustainable Development Goal 6, been quoted in national publications, is a member of the Rural Water Supply Network, and a Leadership Austin alumni.

### CLEAN WATER FOR LIFE.

## well aware



### Kareece Sacco Executive Director, Well Aware

# welloaware

### Sarah Evans Founder, Well Aware

welloaware





#### THE GLOBAL WATER CRISIS

- **1 billion people** lack access to clean water (United Nations)
- Women & girls are responsible for water collection in 80% of households (United Nations)

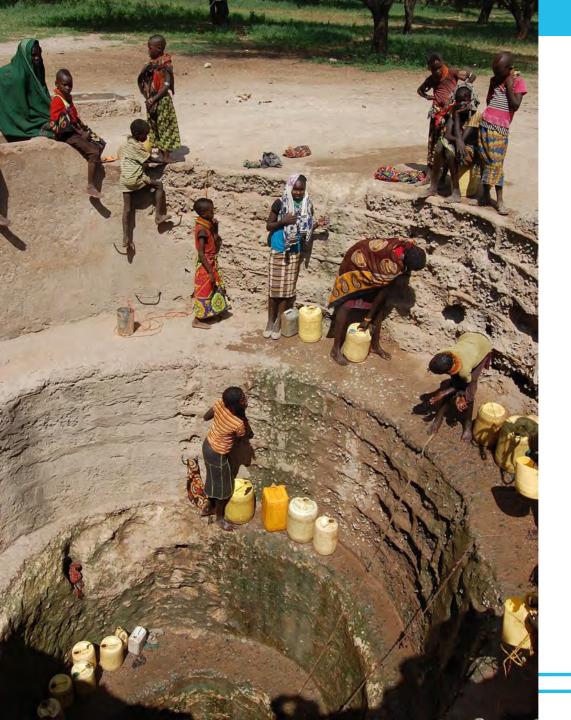
Most walk 3.5 miles on average to collect water



**159 million** collect untreated water from lakes, ponds, rivers and streams. (WHO)







## Many collect water from dangerous, contaminated step wells like this.



#### THE SECOND GLOBAL WATER CRISIS



60% of water projects in Africa fail.





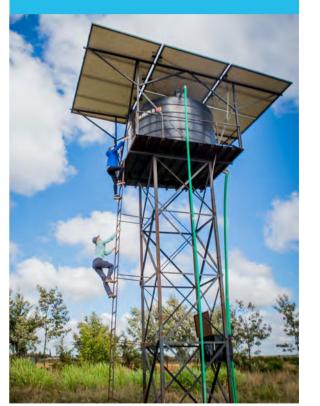
Water Awareness Month is an opportunity to recognize the global water crisis and the sustainable solutions we need to end it.
 60% of water projects in Africa fail, on average. Ours don't.

#### **HOW WE'RE DIFFERENT: 100% Success Rate**

#### Team Of Technical Experts



Ongoing Maintenance



Community-Driven Approach





#### **OUR IMPACT**

#### **12 YEARS**



**80+ PROJECTS** 



#### 300,000+ LIVES





### **OUR RIPPLE EFFECT**



Diseases Plummet
 Education Increases
 Gender Equality Increases
 Agriculture and Commerce Grow
 Economic Reinvestments in Community
 Peace, Stability, Growth

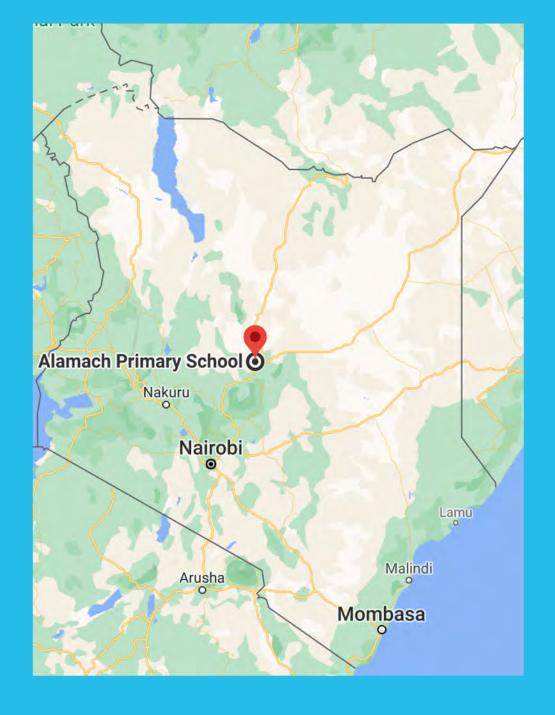












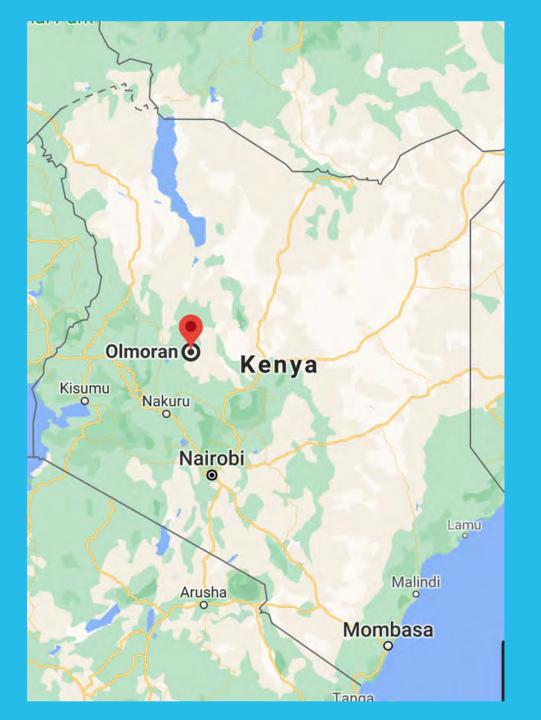
#### Alamach, Kenya



### ALAMACH, KENYA







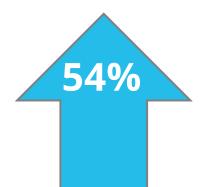
#### Olmoran, Kenya



### OLMORAN, KENYA



## High school attendance



#### In just two years



## OLMORAN, KENYA



"The [well] had instant impact on student population and improved grades at Olmoran high, primary, nursery and special schools."

- John Kimathi, Head Principal at Olmoran High School





#### The Leo Project Nanyuki, Kenya



### **The Leo Project**

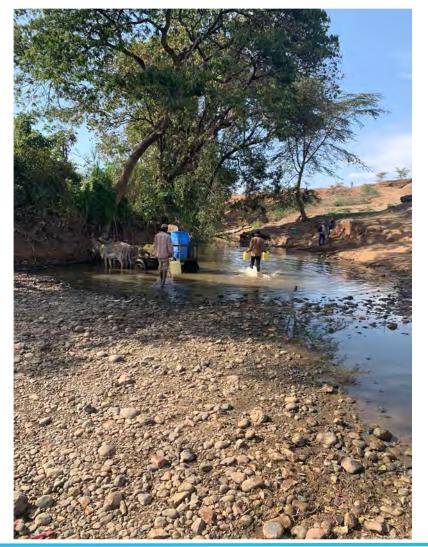


#### Our team is currently on site overseeing a drill at The Leo Project.

The Leo Project is a 501c3 community-based organization that provides supportive services, creative outlets, and opportunities not traditionally available to vulnerable youth and adults in Nanyuki, Kenya. They are piloting, implementing and sustaining these services as a means to unite, empower and drive social change.



## **The Leo Project**



Right now, many people in the community around the Leo Project in Nanyuki, Kenya, collect water for all uses (including drinking and cooking) from this river. The river is shared with livestock, farms upstream dump chemicals in it, there is animal dung all around...

Others who can afford it purchase water from vendors at expensive rates, without assurance of the water quality. We saw several people collecting water from the river to then sell.



## **The Leo Project**

Meet Tobias 13 years old with aspirations of becoming a neurosurgeon. Currently, Tobias has to walk to the river to gather unsafe water three times a week. But, with the new water well we are drilling in his community this week, in partnership with our friends the Leo Project, he will soon gain access to a reliable source of clean water.



#### Thank you for supporting students like Tobias!!



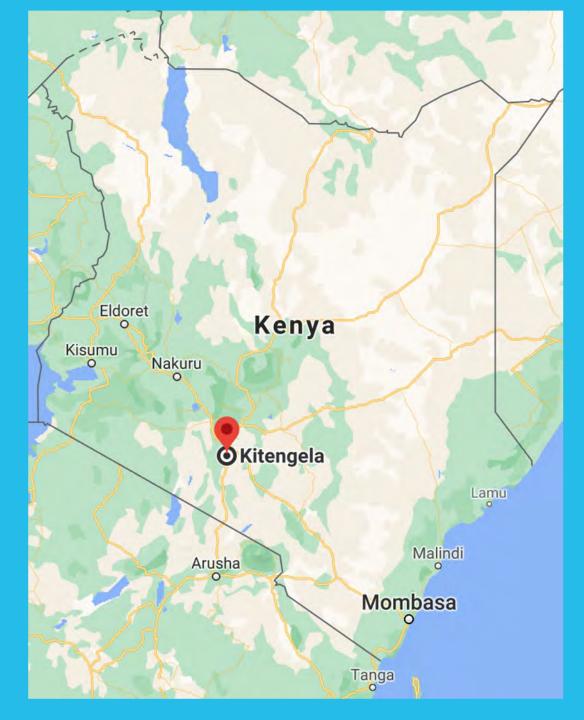
#### Mike Mutuku - Project Manager



In 2010, Mike Mutuku was the driver for founder, Sarah Evan's on her first trip to Kenya when we drilled our first water well. After this first trip, Mike began volunteering for Well Aware. As we scaled, Mike got more and more involved, and in 2012 he became the first paid employee of Well Aware.

Today, Mike is our cornerstone. He oversees all of our project work on the ground in Kenya and Tanzania, and he manages a staff of 5 there. He guides the US team when we are in country, and he never stops wanting to do more. We could not be the organization we are today without him.





### Kitengela, Kenya







# HOW YOU CAN GET INVOLVED



## **EVERY \$15** PROVIDES **1 PERSON WITH CLEAN WATER** FOR LIFE.



## HOW YOU CAN GET INVOLVED



- 1. **Donate One-Time or Join the Village**
- 2. Spread Awareness About Our Mission
- 3. Host a FUNdraising Competition or Event (eg. Water Walk, Bake Sale)
- 4. Volunteer at our annual Holiday Gala -December 2nd, 2021
- 5. Connect us with Brand Partners and Corporate Sponsors
- 6. Tune in to our virtual events and webinars



## **STAY CONNECTED**

#### Sign up for our email list on our website: wellawareworld.org/newsletter



#### **Follow Us:**



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linkedin.com/company/wellawareworld





# THANK YOU!!





Whole Foods Market

Virtual Team Member Volunteer Program



#### **Questions & Appreciations**





Whole Foods Market

Virtual Team Member Volunteer Program



