

A smiling woman, Biti, stands in a lush green rice field under a cloudy sky. She is wearing a leopard-print headwrap and a shawl with bold red, black, and white stripes. Her hands are clasped in front of her. The background shows a vast green field with a small body of water and distant trees.

WHOLE PLANET
FOUNDATION
Alleviating Global Poverty

ANNUAL REPORT 2022

Biti, a rice farmer and microcredit client of GGEM, Whole Planet Foundation's microfinance partner in Malawi.

OUR IMPACT IN 2022

**Funds
Disbursed
\$7.85 million**
\$105 million since 2005

**Microloans
Created
897,000**
6.6 million since 2005

**Opportunities for
Entrepreneurs &
Their Families
4.04 million**
33 million since 2005

Dear Whole Planet Foundation Supporter,

In 2022, Whole Planet Foundation and donors committed \$11 million to microfinance partners across 37 countries, including the United States, to create 897,000 microloans for the world's most vulnerable entrepreneurs – mostly women – and their family members.

During 2022, \$3,890,000 was approved for twelve new projects in 2023 that will focus on supporting smallholder farmers and addressing food insecurity in some of the poorest communities around the world.

Thanks to your continued support, and the support of thousands, we will be able to fulfill our mission of alleviating poverty through microcredit around the world where Whole Foods Market sources products.

It has now been 18 years since John Mackey's philanthropic vision that is Whole Planet Foundation came to fruition. John Mackey retired in September 2022 after 44 years as Chief Executive Officer of Whole Foods Market and the other founding members of Whole Planet Foundation's Board of Directors, Glenda Flanagan, A.C. Gallo, Walter Robb, and Lee Valkenaar, have also retired. The Foundation would not have been as successful as it is without the leadership of these Team Members over the last nearly two decades. I, too, am scheduled to retire on March 1, 2023, just after my 75th birthday. The Whole Planet Foundation team was able to accomplish a lot and we were only able to do so with the support of Whole Foods Market Team Members, suppliers, shoppers and many donors like you.

Sincerely,
Philip Sansone
Chairman, President, and Executive Director

In September 2023, Carol Medeiros, Whole Foods Market Vice President of Quality Standards, was appointed by Whole Foods Market to lead the Foundations. Keith Manbeck continues as Chairman and President of the Board of Directors. The Board wishes to thank Daniel Zoltani and Chanta Williams for their service and contributions as interim Executive Directors of Whole Planet Foundation and Whole Kids Foundation, respectively.



Adama, a member of myAgro, Whole Planet Foundation's microfinance partner in Senegal.

BUILDING CLIMATE RESILIENCE IN A CHANGING WORLD

Founded in 2005, Whole Planet Foundation's mission is to alleviate poverty through microcredit around the world. Inspired by Professor Muhammad Yunus, the Foundation's mandate in the early years was built with his support and collaboration and focused on targeting the most marginalized, excluded and/or poorest entrepreneurs, to equip them with the cash or tools they need. However, as the microfinance industry developed and evolved over the last 18 years, so too has our approach. With support from our global field team of microfinance experts, who work closely with locally led organizations in their regions, Whole Planet Foundation has developed a strong understanding of the opportunities and challenges that people face in underserved communities. Our data-driven reporting, detailed due diligence, and robust monitoring tools, inform our decisions and guide our approach.

Over the last decade, enormous progress has been made in alleviating global poverty, yet in recent years, poverty is again on the rise. The World Bank projects that COVID-19, and the subsequent economic fallout, pushed between 40-60M more people into poverty. Moreover, the effects of rising sea levels, flooding, droughts, typhoons, crop pests and disease, and unpredictable weather patterns are all major threats to the societies that depend upon those fragile ecosystems for their livelihoods. These types of natural disasters disproportionately affect the poor and can cause people to fall back into poverty.

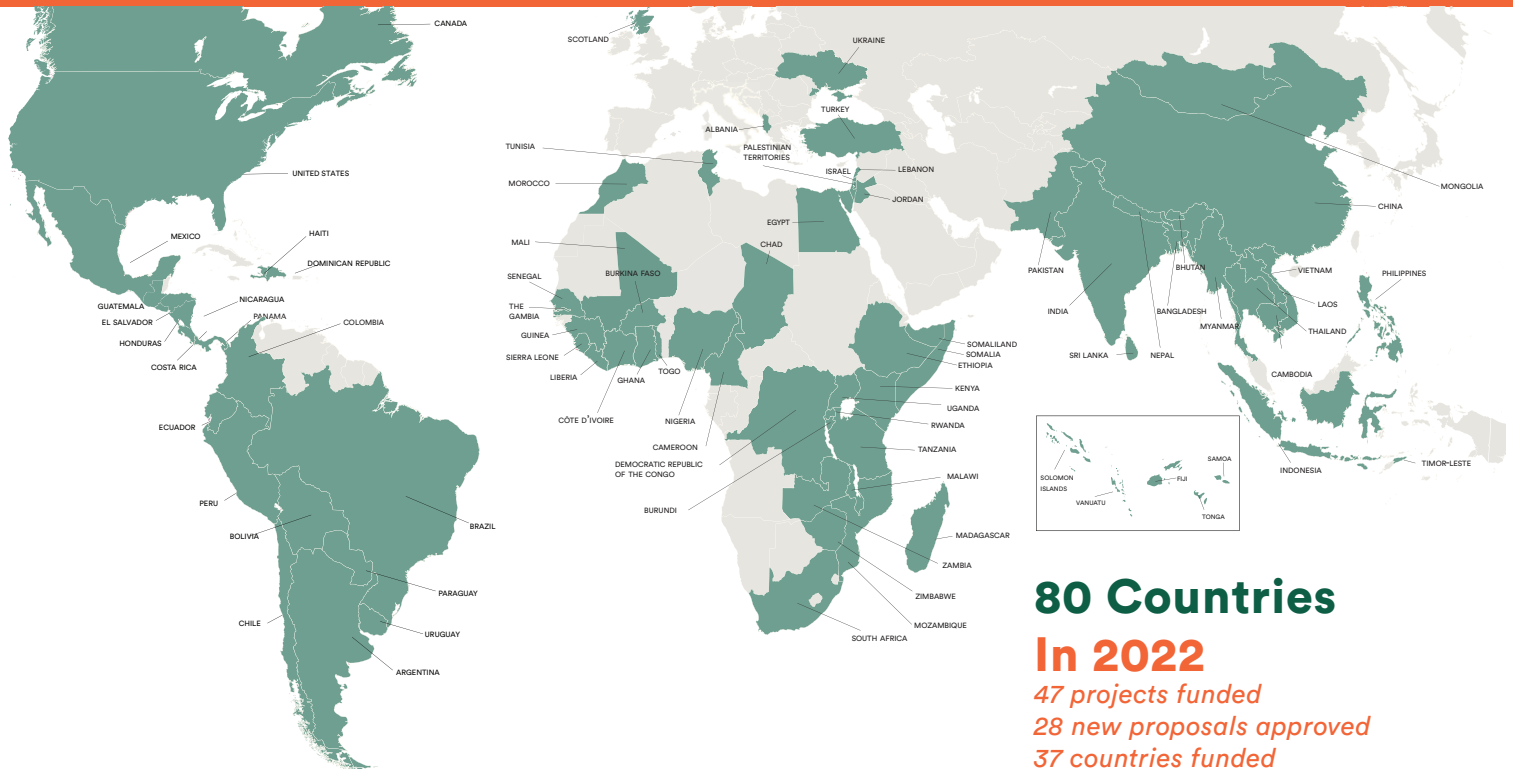
To make a sustainable impact, Whole Planet Foundation seeks to support local solutions that are at the nexus of climate change adaptation and poverty alleviation in the communities that are the most vulnerable to these risks. Whole Planet Foundation has expanded its support to innovative and unconventional microfinance models that align with the Foundation's objective of serving the world's poorest and most vulnerable. In addition to funding group solidarity lending, Whole Planet Foundation supports smallholder farmer Agriculture Finance, last mile distribution of essential goods, and the Ultra Poor Graduation model.

By supporting entrepreneurship through partnerships utilizing one of these approaches, Whole Planet Foundation enhances climate change resilience in the poorest communities around the world.

Adama has been cultivating peanuts, and this year she added hibiscus. With the money that she has earned from her harvests, Adama has contributed to food purchases for her household and has built her own house within her larger family compound.



WHERE WE WORK



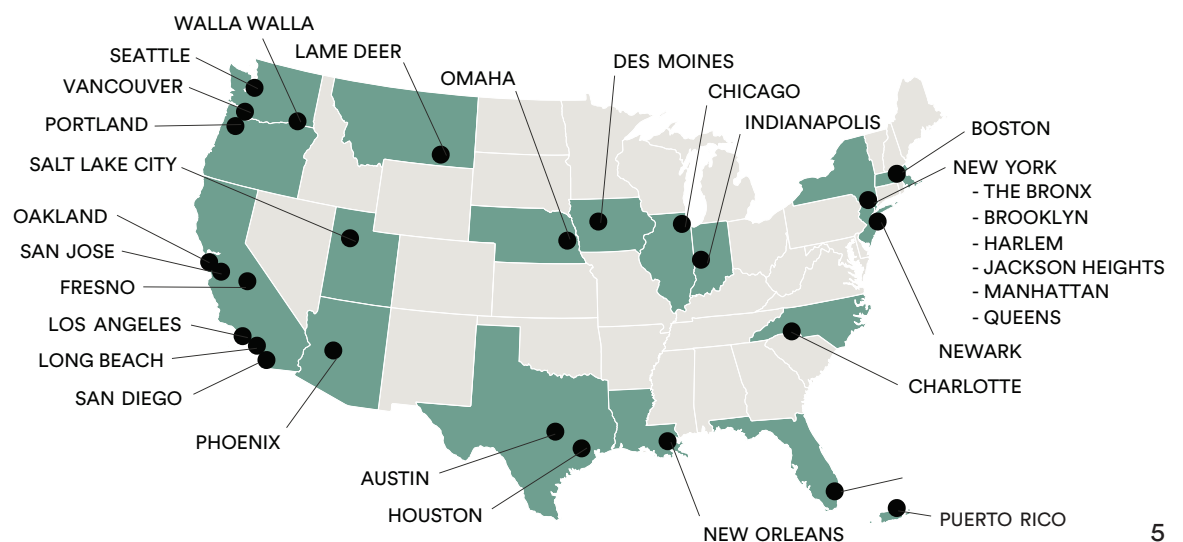
26 US Cities

In 2022

2 new city projects funded

99% repayment rate

99% women entrepreneurs



THANKING SUPPLIER SPONSORS

Supplier donors 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 \$1.5 million to fund microcredit in 2022. Since 2007, supplier donors have collectively contributed more than \$17 million to fund economic opportunity for the world's poorest people.



THANKING CORPORATE AND FOUNDATION DONORS

Corporate donors amplify Whole Planet Foundation's work to alleviate poverty through innovative strategies for fundraising and giving. These donors have contributed more than \$3.2 million to Whole Planet Foundation to date, serving the most vulnerable communities through their innovative programs and generosity.

\$1,000,000 Fund

During 2022, top donor the Kasperick Foundation contributed \$2,069,908 to Whole Planet Foundation and microfinance partners in Burkina Faso, Egypt, El Salvador, Guatemala, Kenya, Mali, Mexico, Mozambique, Uganda, and Tanzania, plus \$990,590 in 2021 and \$100,000 in 2020 for a total of \$3,160,498.



Global Fund



The Matthew O'Hayer Foundation donated \$100,000 to Whole Planet Foundation in 2022 and is the founder of Vital Farms, who has also donated \$100,000 over the last decade. Matt visited a microfinance project in Guatemala in 2010 with President and Executive Director of Whole

Planet Foundation, Philip Sansone. Matt saw in Whole Planet Foundation's mission a tangible reflection of Vital Farms' ethos, and, by initiating a donation program, a way to support it. "It's all too easy to ask yourself, when you make a donation "How much of a difference will this actually make?", says Matt as he thinks back to his time in Guatemala, "but when you're surrounded by a group of talented and motivated women who only needed that one little seed to grow and flourish into business owners, it humbles you. What Muhammad Yunus and Grameen Bank have managed to achieve is incredible, and the work of the Whole Planet Foundation continues to inspire me."

Founder's Fund



In collaboration with the Whole Foods Market Asset Protection program, Shoes For Crews donates \$1 to Whole Planet Foundation in honor of each shoe purchased by employees. Shoes For Crews donated \$59,196 during 2022, and they have donated more than \$350,000 since 2009. They continue to grow their support of our mission.

THANKING WHOLE FOODS MARKET TEAM MEMBERS

Whole Foods Market Team Members have collectively contributed \$10.9 million from their paychecks, alleviating poverty every two weeks since this giving program was established in May 2007. In 2022, Team Members donated more than \$553,000 through Team Member Giving and inspired Whole Foods Market to donate more than \$36,000 in matching funds.

Whole Foods Market Team Members Michaela and Amy during Team Member Giving Day.



OUR TEAM



From front to back and left to right:

Jessica Villanueva, Senior Financial Analyst
Stephanie Manciangli, Regional Director, Latin America & North America
Claire Kelly, Regional Director, West and North Africa, Middle East and Interim Asia Director

Tiara Moore-Jones, Event Specialist
Haley Calzadilla, Senior Team Member Giving & Outreach Program Manager
Sandy Mariscal, Senior Marketing & Outreach Program Manager
Zoe So, Regional Director, Eastern & Southern Africa
Daniel Zoltani, Global Programs Director
Victor Quiroz, Senior Business Systems Analyst
Joy Stoddard, Development & Outreach Director
Tanzila Salahuddin, Regional Director, Asia/Pacific
Philip Sansone, Chairman, President and Executive Director
Crystal Beasley, Website Strategist

OUR BOARD OF DIRECTORS

Rick Bonin, President, North Atlantic Region, Whole Foods Market
Tracy Briscoe, Vice President of Transformation, Whole Foods Market
Jason Buechel, Chief Operating Officer, Whole Foods Market
Damien Corcoran, Vice President, UK Region, Whole Foods Market (*through November*)
Glenda Flanagan, Senior Advisor, Whole Foods Market
Sonya Gafsi Oblisk, Chief Marketing Officer, Whole Foods Market (*through March*)
Angela Lorenzen, President, Pacific Northwest Region, Whole Foods Market
Keith Manbeck, Chief Financial & Administrative Officer, Whole Foods
John Mackey, Founder and Board Member Emeritus
Brian O'Connell, Senior Vice President of Team Member Services, Whole Foods Market
Matt Ray, President, Southwest Region, Whole Foods Market
Philip Sansone, Chairman, President and Executive Director, Whole Planet Foundation
David Schwartz, President, Midwest Region, Whole Foods Market
Heather Stern, Senior Vice President of Legal Affairs and General Counsel, Whole Foods Market
Jeff Turnas, Senior Vice President, Global Culinary Procurement & Operations, Whole Foods Market
Tricia Yost, Vice President of Tax, Whole Foods Market

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

December 31, 2022 and 2021

Assets	2022	2021
Current assets:		
Cash and cash equivalents	1,193,950	1,038,437
Investments	5,042,000	5,445,847
Pledges receivable	309,173	795,169
Loans receivable	2,049,959	1,542,092
Prepays and other current assets	76,800	120,242
Total current assets	8,671,882	8,941,787
Loans receivable, net of current portion	1,401,621	1,644,104
Total assets	10,073,503	\$ 10,585,891
Liabilities and Net Assets:		
Liabilities:		
Accounts payable	85,000	100,000
Accrued expenses	37,910	9,014
Total liabilities	122,910	109,014
Net assets		
Without donor restrictions	9,850,593	10,102,085
With donor restrictions	100,000	374,792
Total net assets	9,950,593	10,476,877
Total liabilities and net assets	10,073,503	10,585,891

CONSOLIDATED STATEMENTS OF ACTIVITIES

Years Ended December 31, 2022 and 2021

Net assets without donor restrictions	2022	2021
Revenues:		
Contributions	4,233,915	5,323,270
Recovery of loans	4,005,476	616,659
Investment income (loss)	(553,847)	362,317
Special events, net	106,665	61,319
Other income	21,976	2,010
Total revenues	7,814,185	6,366,575
Net assets released from restrictions	374,792	138,542
Total revenues and net assets released from restrictions	8,188,977	6,505,117
Expenses		
Program services	7,300,736	6,876,375
Fundraising and communications	705,014	754,304
Management and general	434,719	512,840
Total expenses	8,440,469	8,143,519
Change in net assets without donor restrictions from operations	(251,492)	(1,638,402)
Foreign currency translation adjustments	—	24,959
Change in net assets without donor restrictions	(251,492)	(1,638,402)
Net assets with donor restrictions: Contributions	100,000	374,792
Net assets released from restrictions	(374,792)	(138,542)
Total change in net assets with donor restrictions	(274,792)	236,250
Change in net assets	(526,284)	(1,377,193)
Net assets, beginning of year	10,476,877	11,854,070
Net assets, end of year	9,950,593	10,476,877



Nor

A microcredit client of KOMIDA, Whole Planet Foundation's microfinance partner in Indonesia, Nor borrowed a 4 million IDR (≈\$286) business loan for her rice and rubber trees. She has also borrowed 6 million IDR (\$428) from KOMIDA's sanitation product. Before taking the sanitation loan, Nor's household of six people did not have a toilet. Now, she is proud that her neighbors can also use her toilet.

Zalema

With her last two loans from SUPPORT, Whole Planet Foundation's microfinance partner in Bangladesh, Zalema bought two cows. Her plan is to raise the cows for a year or more and then sell them. Zalema also owns a small restaurant in her community where she sells food and snacks. Zalema has two sons, one daughter, and several grandchildren. She said that the funding has really helped improve their lives.



Marcia

A smallholder farmer with six children, Marcia received a loan from Asociación de Pueblos Comunitarios (PAC), Whole Planet Foundation's microfinance partner in Nicaragua, of around \$300 to invest in pre-harvesting activities. If Marcia is like the average PAC client, she'll grow her income by about 100% in the next couple years.



Diana

Through Moringa Connect, Whole Planet Foundation's microfinance partner in Ghana, Diana participates in moringa cultivation so that she can earn a livelihood for herself and her children and pay their school fees. She also cultivates lemongrass around the periphery of her moringa which she can harvest 3 times a month.

WHOLE PLANET
FOUNDATION

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wholeplanetfoundation.org

Scan to learn more and donate

