



# WHOLE PLANET FOUNDATION

Alleviating Poverty Around the Globe  
Where Whole Foods Market Sources Products

# Living in Extreme Poverty

For three decades, the number of people living in extreme poverty was declining but in 2020 this progress was interrupted by the outbreak of COVID-19 and the situation worsened because of the start of the Russia-Ukraine war.

The number of people in extreme poverty rose by 70M to more than 700M people. The extreme poor bore the steepest costs of the pandemic and faced large setbacks in many aspects such as health, education, food security and shelter.



Hunger



Health



Shelter



Education

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Nearly **10%** of the world population  
lives in extreme  
poverty, **80%** of which  
live in rural areas.

People in extreme poverty live  
on less than **\$2.15** per day.

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# Microcredit as a Solution

For people living in poverty, access to traditional loans can be difficult due to:

- Not having transportation to a bank
- Inability to read or sign a contract
- Lack of credit history
- Having little to no assets



Some key characteristics of microcredit that makes it accessible include:

- Focuses on the poorest entrepreneurs possible, mostly women
- Requires no formal collateral or contracts to remove barriers for people with little to no assets, such as a house or a stove
- Provides banking services to people as close to their doorstep as possible
- Structures repayments in a way that meets the needs of the borrower

## A Hand Up, Not a Handout

Microcredit is not charity. It is access to capital for people who would not normally have access to financial services. Entrepreneurs repay the loans with interest, creating a financially sustainable system by providing capital for subsequent loans.

# Our Mission

Whole Planet Foundation's mission is to empower the world's poorest people to lift themselves and their families out of poverty in countries where Whole Foods Market – an international grocery chain specializing in natural and organic foods – sources products.

By funding microcredit (small loans), entrepreneurs are provided with the opportunity to create or expand a small, usually home-based business and generate income for their families.

Our funding helps some of the most marginalized and vulnerable populations in the world. Once a microloan is repaid, it is relent within the community, helping more and more people over time.





288

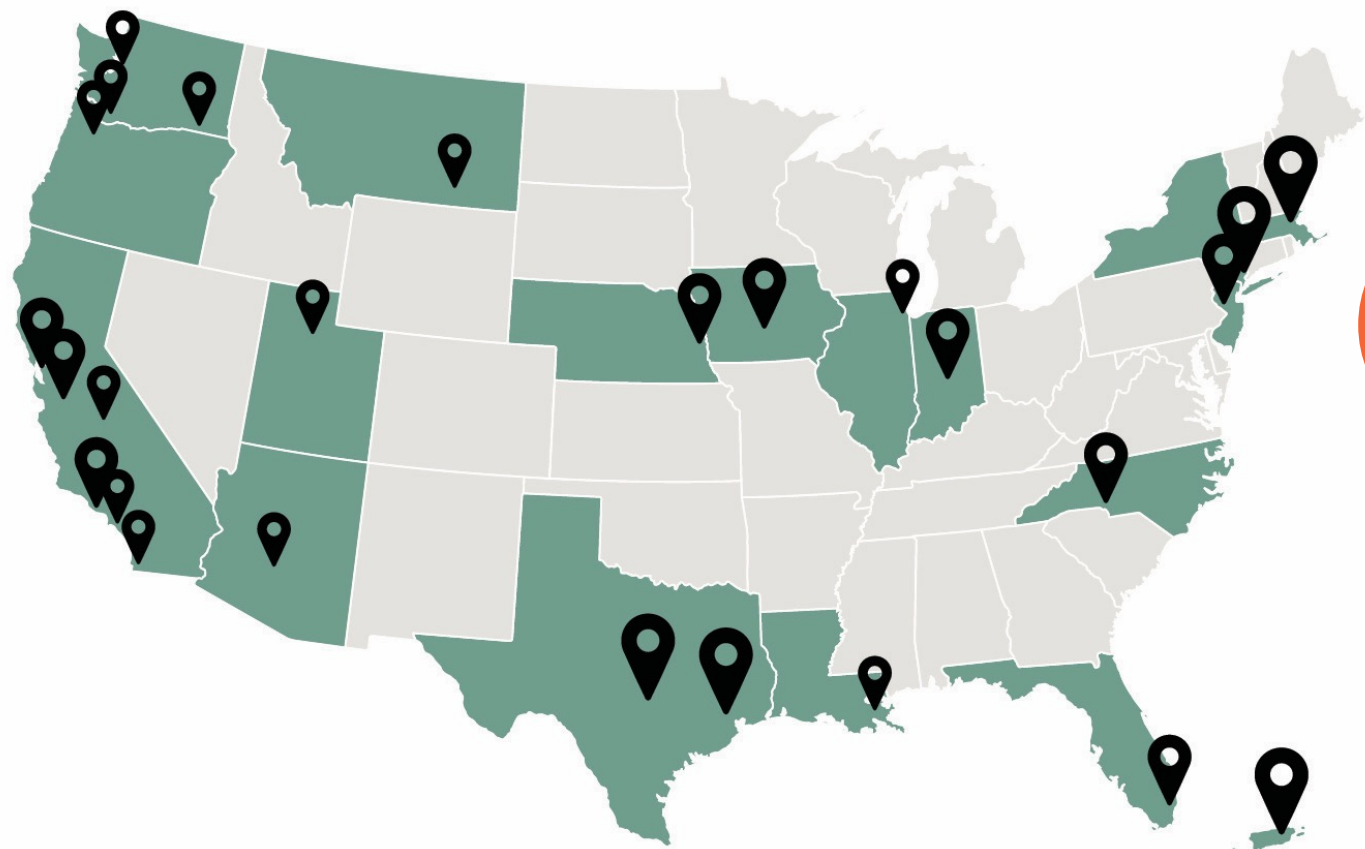
132



4

regional  
leads

# In the United States



26

cities

\$1587

average first  
loan

99%

women  
entrepreneurs

34 K

microloans  
funded

99%

repayment  
rate

# Current approaches implemented by WPF microfinance partners:



## Group Lending

Entrepreneurs form a group who are equally responsible for a loan

## Agricultural Finance

Inputs like seed and fertilizer to small holder farmers on credit



## Ultra Poor Graduation

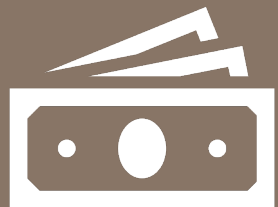
Assets, skills, and access to savings for the absolute poorest of poor

## Asset Finance

Productive assets like fuel-efficient cook stoves on credit



**\$110  
million**  
funds dispersed



**7.2 million**  
microcredit loans created

**1.2 million**  
active entrepreneurs



x



=

**36 million**  
opportunities for entrepreneurs and  
their families





# Meet Margaret

Margaret is a microcredit client in Uganda who grew her business to build a better life for her family by feeding her kids and sending them to school. Hear from her granddaughter, Anne, about her Tata Margaret's journey and how her hard work helped Anne have a brighter future.



PLAY VIDEO



Join WPF  
In Making  
a Difference

# Making a Global Impact Together

**Microcredit** is a small loan, typically under \$500, that empowers an entrepreneur to start or expand a business.

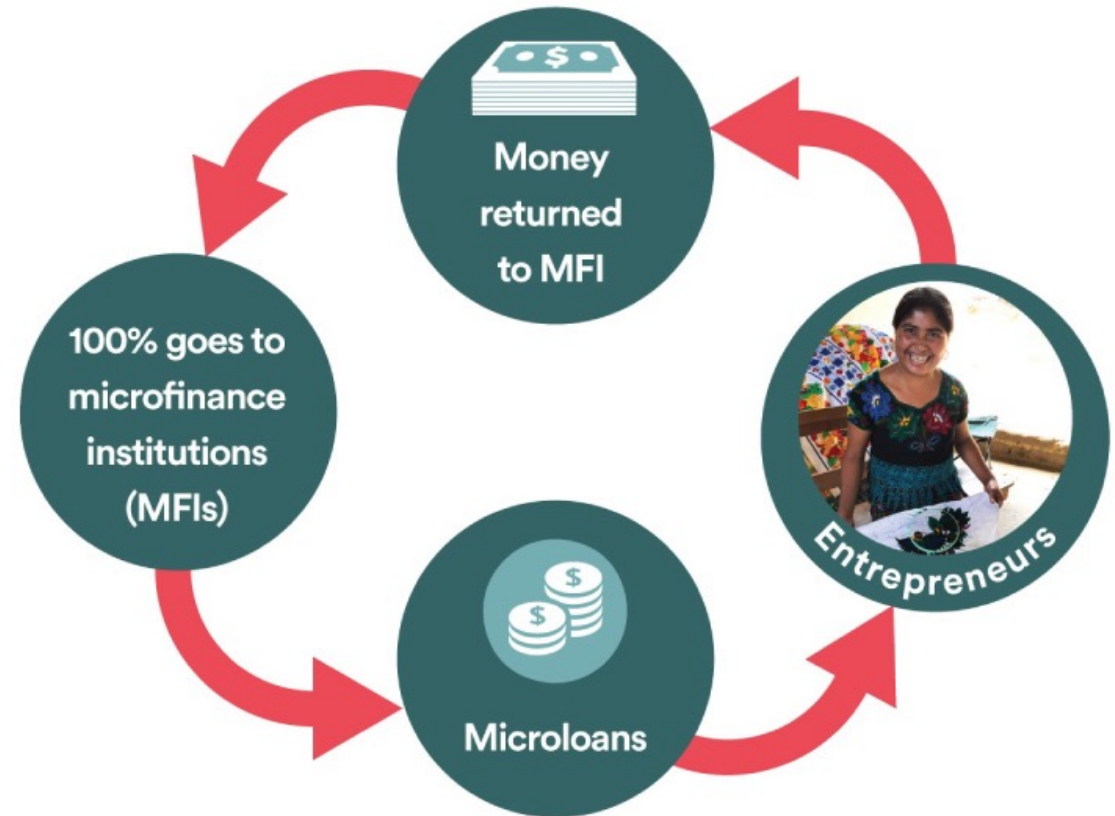
## Proven Global Impact

See quarterly impact metrics since inception in 2006.

[wholeplanetfoundation.org/our-impact/](http://wholeplanetfoundation.org/our-impact/)

## You Are Invited

With extreme poverty increasing, your support is critical.



# JOIN THE RANKS OF GENEROUS BUSINESSES

These businesses alleviate global poverty through Whole Planet Foundation



These generous donors have given \$1 Million or more to fund microcredit.



Amazon Rewards Visa Cards



## Impact Fund

These generous donors have given \$350,000 or more to fund microcredit.



# JOIN THE RANKS OF GENEROUS BUSINESSES

These businesses alleviate global poverty through Whole Planet Foundation

## Global Fund

These generous donors have given between \$100,000-\$249,999 to fund microcredit.



Matthew O'Hayer Foundation

chavez for charity

SOOCH  
FOUNDATION

tingari-silverton  
foundation

## Enterprise Fund

These generous donors have given between \$50,000-\$99,999 to fund microcredit.



corepower  
YOGA®

**FlexPrint**  
A FLEX TECHNOLOGY GROUP Company

# JOIN THE RANKS OF GENEROUS BUSINESSES

These businesses alleviate global poverty through Whole Planet Foundation

## Solidarity Fund

These generous donors have given between \$25,000-\$49,999 to fund microcredit.



## Opportunity Fund

These generous donors have given between \$10,000-\$24,999 to fund microcredit.



# JOIN THE RANKS OF GENEROUS BUSINESSES

These businesses alleviate global poverty through Whole Planet Foundation

## Empowerment Fund

These generous donors have given between \$1,000-\$9,999 to fund microcredit.



Per & Astrid Heidenreich Foundation

Greater New Orleans Foundation

Groover Seminars

Hope with Art, Inc.

New Jersey Home Rentals

Pfizer, Inc

PlanetLA Records

Sterling Events

St. Brendan's Episcopal Church

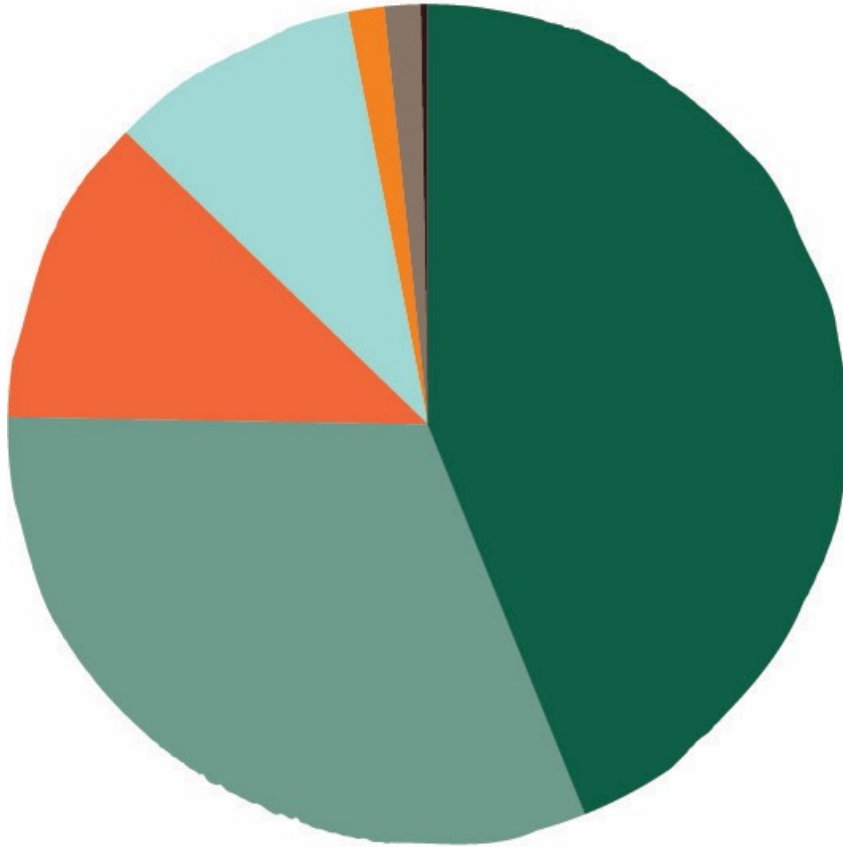
The Schwab Charitable Fund

Take 5 Massage, LLC

TerraCycle US, LLC

The River Limited

# Where does WPF raise funds from?



**\$140M raised in revenue since 2005**

**\$47.9 MILLION**

From Whole Foods Market customers

**\$42.7 MILLION**

From Whole Foods Market

**\$18 MILLION**

From Whole Foods Market suppliers

**\$12 MILLION**

From Whole Foods Market Team Members

**\$7.7 MILLION**

From individual donors

**\$3.2 MILLION**

From corporate donors

**\$447,848**

From events

# JOIN THE RANKS OF GENEROUS SUPPLIERS

These brands alleviate global poverty through Whole Planet Foundation

2023 \$100,000 Fund Members



WHOLE PLANET FOUNDATION  
**\$100,000 FUND**  
EMPOWERING THOUSANDS  
OF MICROENTREPRENEURS



2023 \$50,000 Fund Members



WHOLE PLANET FOUNDATION  
**SUPPLIER ALLIANCE**  
FOR MICROCREDIT  
\$50,000 ANNUAL COMMITMENT



# JOIN THE RANKS OF GENEROUS SUPPLIERS

These brands alleviate global poverty through Whole Planet Foundation



\$25,000 Fund Members



# JOIN THE RANKS OF GENEROUS SUPPLIERS

These brands alleviate global poverty through Whole Planet Foundation



2023 \$10,000 Fund Members




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# DONATE TO ANNUAL GIVING LEVELS WITH BENEFITS

Giving Level	Empowerment Fund \$1,000+	Opportunity Fund \$10,000+	Solidarity Fund \$25,000+	Enterprise Fund \$50,000+	Global Fund \$100,000+	Founder's Fund \$250,000+	Impact Fund \$500,000+	1MM Dollar Fund \$1,000,000+
Logo on WPF website	Name	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Use of approved client profiles to share the story of your donation	x	x	x	x	x	x	x	x
Use of WPF logo on your website and other marketing materials	x	x	x	x	x	x	x	x
Tickets to Annual Benefit & Auction either virtually or in Austin, Texas	x(2)	x(4)	x(8)	x(10)	x(10)	x(10)	x(10)	x(20)
Recognition at October Annual Benefit		x	x	x	x	x	x	x
Opportunity for WPF blog feature and social post		x	x	x	x	x	x	x
Participation announcement in WPF Newsletter to Whole Foods Market Team Members		x	x	x	x	x	x	x
Logo in Annual Report		x	x	x	x	x	x	x
Invitation to international and domestic impact visits, when feasible			x	x	x	x	x	x
Visual impact report tailored to your company to demonstrate your impact			x	x	x	x	x	x
Custom release on 3BL Media announcing partnership				x	x	x	x	x
WPF presentation about your impact at your company/employee event, when feasible			Virtual	In-person	In-person	In-person	In-person	In-person
Mention in internal Whole Foods Market company communications platform				x	x	x	x	x
Logo placement on WPF annual brochure					x	x	x	x
Geo-engage your donation (as feasible by WPF program countries and needs)					x	x	x	x
Private domestic impact trip with annual donation						x	x	x
Private international impact trip with annual donation							x	x
Series of quarterly releases on 3BL Media to spotlight partnership							x	x
Special feature in Annual Report								x

# POWER AND PARTICIPATE IN 2023 EVENTS

including Whole Foods Market Team Members and the public



## March 16-17, 2023 SXSW Showcase

- Planet LA Records proudly supporting WPF with an official SXSW Showcase and reception
- \$35,000 raised



## June 5-10, 2023

- Move for microcredit wherever you are, join a team and alleviate poverty
- <https://www.classy.org/event/power-your-purpose-5k-2023/e477401>
- \$25,000 raised



## Signature event of the year: Annual Benefit & Auction on October 25, 2023

- 2023 sponsorship opportunities at \$1,000, \$2,500, \$5,000, \$10,000 and \$25,000
- 450 attendees and sponsors helped raise \$126,000, 2x YOY
- Watch the recap video [here](#)



## Two Internal Events for WFM Team Members:

### Virtual Bazaar, December 1-7

- As of November 28, there are 561 virtual attendees

### At the WFM Global Office Bazaar, Wednesday, December 6

- 2023 sponsorship opportunities at \$1,000, \$2,500, and \$5,000

# HELP US SHARE YOUR STORY WITH OUR FANS

## Who are they?...

- **110,000** Whole Foods Market Employees
  - 23,000 Culture Champions
  - WPF advocates
- Whole Foods Market Supplier Donors, Online Donors, Board Members, Committee Members & Volunteers

## Digital Presence

- **45,000** Active email newsletter subscribers
- **30,000** Facebook fans
- **13,000** Instagram followers



## EXPAND OUR COLLECTIVE IMPACT ON POVERTY

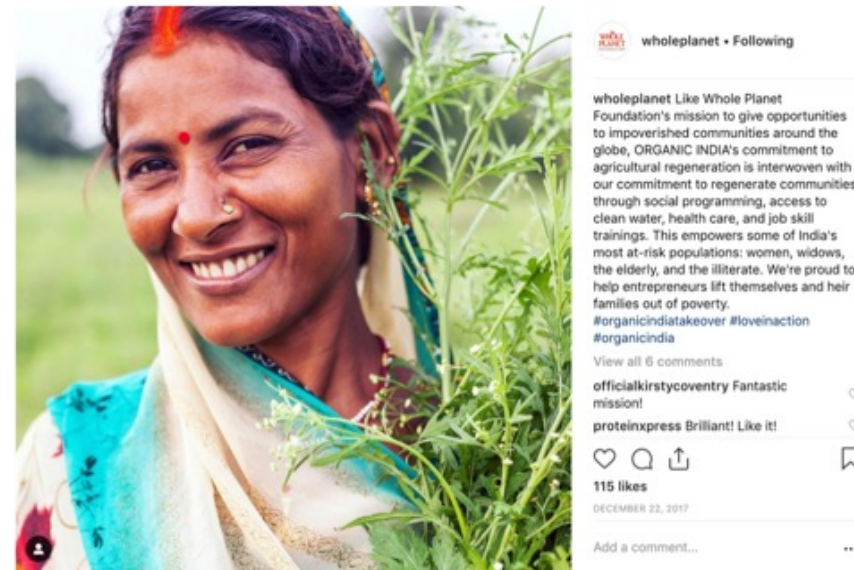
- **\$110 million** distributed
- **80 countries** and counting
- **7 million+ loans** created
- **36 million income-generating opportunities** for women and their families

See our Impact Dashboard for the most up to date metrics from the field:

[wholeplanetfoundation.org/our-impact/](https://wholeplanetfoundation.org/our-impact/)

Platinum  
Transparency  
2023

Candid.



Doña Cuca used her microloan from WPF microfinance partner Grameen Costa Rica to expand her restaurant. Her first microloan in 2014 was in the equivalent amount of USD \$165, her second was \$250, and the amount for which she qualified in 2020 was just over \$1,050. Women entrepreneurs with small businesses like Doña Cuca's restaurant are unable, or it is very difficult and ultimately too costly for them, to obtain a more traditional loan that also lacks the support of the microcredit system, helping the client to succeed.

# WITH YOUR SUPPORT WE WILL REACH 2030 GOALS



## Resilient Farmer Fund

Offer farming tools and innovative agriculture services to support **70,000 smallholder farmers** increase yields and navigate weather shocks



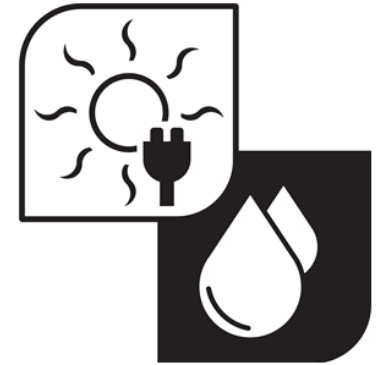
## Economic Opportunity Fund

**Help fund 234,000 business microloans** to financially excluded people



## Food Security Fund

Support **65,000 women** move out of extreme poverty



## Energy and Water Fund

Increasing access to **10,000 essential goods** like solar home kits, water filters and fuel-efficient cookstoves

# Thank You!

For more information about our Corporate Giving Program and opportunities to alleviate poverty through Whole Planet Foundation, contact Development & Outreach Director [Joy.Stoddard@wholefoods.com](mailto:Joy.Stoddard@wholefoods.com).