

## 2017 Microloan a Month Fund

Established in 2011, the Microloan a Month Fund enables ongoing monthly donations in the amount of Whole Planet Foundation's average first loan size, currently \$184. Founding member Justin's Nut Butter paved the way for this program and for new members to join, creating opportunity for suppliers of any size to alleviate poverty worldwide. Here's how to get involved:



### Process

1. Negotiate the program and donation with your WFM purchasing team contact.
2. WPF and WFM confirm participation.
3. Microloan A Month Fund Agreement including terms and benefits is signed and stands for one year.
4. WPF's average first loan size changes quarterly, and you will be invoiced for the average loan size at the time your contract is signed.
5. Members are asked to promote their support of WPF's mission to raise awareness for poverty alleviation.

### Benefits

- Logo on website
- On package and co-branding opportunity
- 1 agreed upon WPF social media and blog post feature

### Current Members



**EMPOWERED BY PEANUT BUTTER CUPS**

October B (10/14-11/3)  
3% of all Peanut Butter Cup sales go to **WHOLE PLANET** up to \$5,000!

**Help Us Reach Our Goal!**

- Tell your team members
- Educate your customers
- Enhance with displays or store signage available on Cumulus and the Whole Planet Foundation Sharepoint.

**DID YOU KNOW?**

Justin's is the founding member of Whole Planet Foundations' Microloan a Month Fund.

Funded 47 Members | Impacted 200 Lives | Donated Over \$11,000 To Date

WHOLE PLANET FOUNDATION  
MICROLOAN A MONTH FUND

**Example of Justin's Scanback Program**

**Example of Shan Valley Blog Partnership**

**Shan Valley Helps Us Fund Microcredit in Myanmar**

September 17, 2015 6:00 pm | [Comment](#)

Our partner Shan Valley shares the story of tea sourcing in Myanmar, which was recently approved as our 68<sup>th</sup> country project. Whole Planet Foundation is committed to alleviating poverty in countries where Whole Foods Market sources product. These product connections enable us to fund microcredit in a given country. Learn about Shan Valley's tea sourcing below!

When people think about where tea comes from their minds normally go to China, India, or Japan. But tea is actually grown all over Southeast Asia. To the people in this region, the Shan State in Myanmar (Burma) is the hotspot for some of the best teas on earth. Why?

The first is its climate. Tea grows best on mountainside peaks and cool temperatures. The climate of Shan is very similar to the climate of Switzerland. The high elevation and perfect soil acidity make tea an important export of this state. Also, the Shan State shares a large border with China. Chinese traders who want to sell teas in India had to go through this region. This makes Shan tea traders very knowledgeable about what makes the perfect tea, no matter the variety. In fact, tea is so important that the Burmese actually eat tea leaves as a salad called *lahpet*!

Contact Whole Planet Foundation's Marketing and Outreach Program Manager, Sandy Mariscal at [sandy.mariscal@wholefoods.com](mailto:sandy.mariscal@wholefoods.com).

