Whole Planet Foundation® (WPF) funds microlending programs in Paraguay where Guayaki sources ingredients for their teas, which are sold in Whole Foods Market® (WFM) stores and Whole Planet Foundation (WPF) funds microlending programs through Fundación Paraguaya. WPF is a WFM non-profit whose mission is to alleviate poverty by funding microlending programs where WFM sources products as a way to support our global communities.

Through the Whole Foods Market Team Member Volunteer Program, WFM gives Team Members the unique opportunity to travel abroad with WPF to learn about WPF, meet microcredit clients whose loans are funded through WPF’s partners, see where and how WFM products are grown, provide community service, experience and learn from other cultures and challenge themselves by exploring exciting countries around the globe.
Learn about yerba mate with Guayaki and provide community service in Curuguaty.

Visit Iguazú Falls in and depart for home.

Arrive in Asunción to visit WPF microlending partner Fundación Paraguaya.
2017 PARAGUAY SUMMARY

8 WFM Team Member Volunteers traveled to Asunción Paraguay to visit Whole Planet Foundation’s partner Fundación Paraguaya, to meet staff and learn about the microfinance institution’s methodology. They visited microentrepreneurs’ businesses and spoke with them to learn about their challenges and successes. The team traveled to the Montessori School where members of the community of Curuguaty are being trained as teachers to teach in the yurt that Whole Foods Market, Guayaki and the community built together. The yurt will be dual use, serving as a school and as a community center where local women can work together on income generating activities. The team toured Asunción to learn about the history and culture of Paraguay and finished their journey at Iguazú Falls in Argentina.

TEAM TRIP - 2 WEEKS
Adelle Housker, North Atlantic, Ink Block WFM store
Allison Patterson, Southwest, Yale WFM store
Carly Glogovac, Northern California, San Ramon
Sal Nacion, Pacific Northwest, Interbay WFM store
Jill Katusky, Pacific Northwest, Mill Plane, WFM store
Kelly Nelson, Rocky Mountain, SouthGlenn, WFM store
Rene Edde, Midwest, Lincoln Park WFM store
Zachary Fleming, South West Paces Ferry WFM store

GROUP COORDINATORS
Vanessa Torres
Katie Landry
Maria del Mar Zavala

PARAGUAY GUIDES
Maria del Mar Zavala
Marco Rabi

PROJECT COORDINATORS
Nelson Garay
Katie Landry

WFM TEAM MEMBER VOLUNTEER PROGRAM MANAGER
Genie Bolduc
2017 PARAGUAY
ITINERARY
SEPTEMBER 5 - 18

TRIP ITINERARY- 2 WEEKS.

Day 1 - Tuesday September 5 or Wednesday, September 6 - Arrive in Paraguay and dinner at Mburucuya Food Park.

Day 2 - Thursday September 7 - Visit Montessori School in the morning, lunch at Pakuri with a cooking lesson and an afternoon meeting with Fundación Paraguaya, Whole Planet Foundation's partner in Paraguay, for a presentation and to meet clients from the Women's Committee who shared their experience with Fundación Paraguaya. Eat dinner at Alma Zen, a vegetarian and vegan restaurant with an organic market.

Day 3 - Friday September 8 - Meeting with Fundación Paraguaya with a trip to the Cerrito Agricultural School supported by Fundación Paraguaya. Interview with the school's director, faculty and students and a campus tour. Lunch with WPF's Roxana Newton and Fundación Paraguaya staff at a microcredit client's restaurant. Visit Women's Committee clients to experience a disbursement and participate in a training and Fundación Paraguaya's poverty mitigation contests. Casual dinner at Lido Bar.

Day 4 - Saturday September 9 - City tour of Asunción, visiting Casa de la Independencia, the Catedral, Panteón Nacional de los Héroes and the old train station (one of the first in South America). Then they visited other areas of the city, Villa Mora, Luque, Gran Asunción, Areguá, San Bernadino and Itaúguá, Dinner at Cabaña la Pascuala.

Day 5 - Sunday September 10 - Visit La Marchante, a market, on the way to Curuguaty.

Day 6 - Monday September 11 - Learn about and support food security project, lunch with the community, provide community service, building a yurt in Curuguaty. The yurt will serve as a school and as a community center for income generating projects.

Day 7 - Tuesday September 12 - Learn about Yerba mate growing in the forest, lunch with the community and provide community service, building a yurt in Curuguaty.

Day 8 - Wednesday September 13 - Plant native mandioca (yucca or cassava) and provide community service, building a yurt in Curuguaty.

Day 9 - Thursday September 14 - Replant yerba mate in the nursery and provide community service, building a yurt in Curuguaty.

Day 10 - Friday September 15 - Participate in a cultural exchange with games and time with the community, lunch with the community and provide community service, building a yurt in Curuguaty.

Day 11 - Saturday September 16 - Leave for Argentina to visit Iguazú Falls at Puerto Iguazú.

Day 12 - Sunday September 17 - Visit the National park of Iguazú Falls.

Day 13 - Monday September 18 - Depart for the airport and home.
Visiting the headquarters in Asunción of Fundación Paraguaya, Whole Planet Foundation’s partner in Paraguay

THE EXPERIENCE

Discovering Asunción
Learning about Paraguayan cuisine
Exploring the forest with the Aché

Making new friends in Curuguaty
Building with Guayaki and the community
Visiting Iguazú Falls
Paraguay’s traditional cuisine centers on cheese, bread and meat but the team experienced a varied culinary experience including Paraguayan Asian fusion at Bao in a food park and vegan and vegetarian options in restaurants and markets in Asunción. The team even participated in a cooking class by a renowned local chef Sofia Pfannl at Pakuri. In Curuguaty most meals were prepared by, and eaten with, the community and were more traditionally Paraguayan featuring meat, maize and yucca.

The team toured Asunción, visiting many historical sites to learn about the history and tradition of the Paraguayan people.

The Aché are an indigenous tribe of hunter-gatherers living in eastern Paraguay. Guayaki’s deep relationship with the Aché community made it possible for the team to immerse themselves in the community, learning about the forest that is integral to the Aché way of life.
**History:**
Fundación Paraguaya was founded in 1985 out of a group of business and civic leaders’ frustration with the then-dictatorship's inability to tackle problems of severe poverty, and its lack of support for those wishing to work their way out of it. The original premise was that by improving the business skills of micro-entrepreneurs they would be able to build their own businesses, benefiting both themselves and their communities. Fundación Paraguaya came to realize that lack of access to credit rather than access to training was a bigger hurdle. As microcredit was a relatively new concept, Fundación Paraguaya met with ACCION International to helping them develop and initiate its micro-lending program. Fundación Paraguaya continues to be part of the ACCION International Network.

Fundación Paraguaya now serves nearly 77,000 members and 67,000 borrowers through its 24 branches throughout the country. It continues to strive to innovate its products and services.

**Fundación Paraguaya’s Approach:**
The mission of Fundación Paraguaya is to develop and implement practical, innovative and sustainable solutions to eliminate poverty and create decent living conditions for every family.

Fundación Paraguaya promotes entrepreneurship, enabling people of limited resources to create jobs and increase their family income. Fundación Paraguaya is a social enterprise that promotes urban and rural entrepreneurship through four interrelated strategies: Microfinance, Junior Achievement, Poverty Alleviation Program, and Agricultural Schools. The programs have separate budgets and finances, but are strongly integrated at the operational level so that each program enriches and is enriched by the others. Fundación Paraguaya is a leader in Latin America and is focused on the sustainability of its operations and impact. Fundación Paraguaya has received several awards for its pro-poor approach, social responsibility and transparency.

**WPF Partnership:**
Fundación Paraguaya is one of the strongest Whole Planet Foundation partners in Latin America in terms of meeting project goals, alignment of methodology and mission, and communication. WPF awarded Fundación Paraguaya the MFI Award of the Year in 2015 and with its prize money they built a kitchen, dining area and computer center for one of their agricultural schools (San Pedro).

WPF has supported Fundación Paraguaya’s portfolio since 2010 and has since disbursed $1,501,200 to support more than 48,000 borrowers. Unique to its proposals to WPF, Fundación Paraguaya outlines additional project targets they are able to reach with the support of WPF’s funding. For example, concurrent with a US$1 Million round of WPF funding approved in late 2014, their objective was also on training and expanding their programs focusing on business and personal planning (‘Mapa de Vidas and ‘Plan de Negocios’). Additionally, they were able to focus on a community water project.

<table>
<thead>
<tr>
<th><strong>Female Clients</strong></th>
<th><strong>Loans Supported by WPF As of December 2017</strong></th>
<th><strong>Repayment Rate</strong></th>
<th><strong>Average 1st Loan</strong></th>
</tr>
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<tbody>
<tr>
<td>87%</td>
<td>22,602</td>
<td>98.05%</td>
<td>$290</td>
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To learn more: [https://www.wholeplanetfoundation.org/assessing-poverty-with-a-stoplight/](https://www.wholeplanetfoundation.org/assessing-poverty-with-a-stoplight/)
WOMEN'S COMMITTEE
Team Members attended a Women’s Committee meeting where they witnessed disbursements of loans and a community training. Members of the Women’s Committee shared their experiences as clients of Fundación Paraguaya and answers the Team Members questions, sharing their struggles and successes.

VISITING MICROENTREPRENEURS
The volunteers visited several clients of Fundación Paraguaya whose loans were funded by WPF through Fundación Paraguaya at their businesses. They ate lunch with Fundación Paraguaya staff and Whole Planet Foundation's Roxana Newton, Program Director for Latin and North America and the Caribbean, at a restaurant, Comedor 42, owned and run by a microentrepreneur, Hilda, whose loan was funded by WPF through Fundación Paraguaya.
In 2015 Fundación Paraguaya was voted by Whole Planet Foundation as the Microfinance Institution of the Year as an “outstanding partner demonstrating leadership in the microfinance industry, both regionally and globally”. They used the prize money to expand and improve one of their agricultural schools. The team got to visit one of Fundación Paraguaya’s other agricultural schools to learn about their curriculum.

Team Members visited several microcredit client businesses, learning about the investments the microentrepreneurs made with their loans, their challenges and successes. They met and spoke with the Women’s Committee, learning about the impact of WPF’s funding.
The Guayaki Story from Guayaki

We are working to make organic, fair-trade yerba mate the mainstream energy source of choice, and prove that a company can be profitable while operating sustainably. We are an organization of individuals whose daily work is to bring you the finest yerba mate on the planet. We started in 1996 with a vision of protecting and restoring the South American rainforests and empowering the native forest people, and with your help, we are achieving that goal, sip by sip. Here is the story of our humble beginning.

In 1996, Guayaki was seeded in California's central coast by two university buddies. Alex Pryor from Buenos Aires, and David Karr from Northern California. As good friends and passionate yerba mate drinkers, David and Alex set out to share the yerba mate plant with the world, recognizing that people were in need of a nourishing source of energy and a healthy dose of optimism. As good fortune would have it, co-founders Alex and David were swiftly joined by three other pioneering partners to round out the original founding seed group: don Miguel aka the “The Journeyman”, Steven Karr aka “Shape-Shifter” and Christopher Mann aka “The Chairman of the Gourd”. These five ambitious friends aka the “semillas” (seeds) channeled their activist mentality into the creation of a new restorative business model, calling consumers to action by voting with their dollars.

In a blend of the West coast pioneer spirit and Argentine hospitality, the inspired band of Semillas took to the road to share mate with all those who would listen. Rooted in the central coast, hours from any major city, road warriorship became Guayaki’s destiny. Traveling in a mix of VW vans, pickups, and RV’s, David, Steven and don Miguel took the wheel in the one hand and the mate gourd in the other, to the four corners of United States. With a strong brew of mate, good tunes, flowers and genuine hospitality, the Semillas encouraged keen samplers to develop a relationship with the yerba mate plant.

Growing up, we always heard “money does not grow on trees.” Well, today we are proving that “money does grow on trees” and rainforest-grown yerba mate is the new green currency. It provides the peoples of the rainforest with income as well as the ability to steward their land.

In 2009, Guayaki became the first Fair Trade Certified yerba mate company in the world thru IMO.

http://guayaki.com
MONTESSORI SCHOOL
Guayaki sent community members from Curuguaty to hone their teaching skills at the Montessori School in Asuncion. They will return to the community of Curuguaty to take their places as the teachers for the new classroom and community center built by the community, Guayaki and Whole Foods Market together.

CURUGUATY
From the moment they arrived in the Aché community the team was surrounded by the local children, many of whom would be attending the school the Team Members had come to build. Let the work begin!

GUAYAKI
"I absolutely fell in love with this company & everyone involved in it...a beautiful company founded by generous loving men, employing wonderful folks who want to make a difference in the world and are doing it: a B company, a great mission......one can read about it but when one sees them arrive in the village and the excitement and love and relationship they have with the villagers, it is amazing! We spent a week with them and they have the greatest respect and love for the Ache.”  Jill Katusky
BUILDING A SCHOOL AND COMMUNITY CENTER WITH GUAYAKI AND THE COMMUNITY OF CURUGUATY
BUILDING A SCHOOL AND COMMUNITY CENTER WITH GUAYAKI AND THE COMMUNITY OF CURUGUAY

To learn more: https://www.wholeplanetfoundation.org/field-notes-from-paraguay/
| **JILL** | “I love Whole Foods and this is one of the many reasons why. I hope this does not change in the future. One person goes on the trip and her team, her store, her family and her friends are all inspired and all make little changes (or big) and all make a difference!” |
| **SAL** | “I loved meeting the microcredit clients in person to see how their loans are being used to help start and grow their businesses and create better lives for themselves and their families. I learned that it is a partnership between the microfinance organization’s staff members, the staff and the clients, and between the clients themselves to make it work and be successful.” |
| **ADELLE** | “I am impressed with Guayaki’s standards. They have an artist’s attention to quality, smelling and tasting the nuances in the leaf, drinking it with an expert’s discernment. They’re compassionate towards the Aché who grow the yerba mate - walking side-by-side them in the fields, putting into place programs that the Aché ask for (as opposed to imposing what they think might be best), and giving the Aché autonomy and ownership of decisions regarding their land and community. They’re involved in every step of the process, from the planting of the seedlings to the harvesting and curing of the leaves. They’re committed to preserving the plant in its natural environment. One of the founders, Alex Pryor, mentioned that he relished the diversity of the complete ecosystem, and felt strongly that it would all be reflected in the nutrients absorbed in the plants’ roots, and ultimately in the flavor and quality of the finished product.” |
| **CARLY** | “Building the yurt was great because the size of the project allowed the whole community to get involved, I felt proud to be there, but also proud to represent Whole Foods Market, demonstrating in real life so many of the things we say we do. For example, our team work, community service, drive, creativity, and relationship building skills were displayed by each and every one of our Team Members.” |
| **ADELLE** | “The microcredit clients were inspiring in how creative they were in solving problems and how intertwined they were with each other’s fates. It was one-for-all and all-for-one.” |
| **ZACH** | “It was a truly a life changing experience! I learned that even in different countries and cultures, we are all connected through happiness and love. I will forever treasure the friendships I have made through this journey!” |
| **SAL** | “I felt that I was given a special privilege to perform global community service in Paraguay. I felt I got more out of it then the actual community we assisted. I was given the chance to re-evaluate what things matter in my life and how I could make some changes to create more opportunities to help others and create a sense of community in my “own backyard”.” |
Beautiful murals to bring smiles to children’s faces

8 TEAM MEMBERS TRAVELED TO PARAGUAY

OVER 20 MICROCREDIT CLIENTS MET

I YURT WITH KITCHEN AND BATHROOM SCHOOL BUILT

135 YERBA MATE PLANTS REPLANTED IN THE NURSERY

180 YUCCA PLANTS PLANTED