Meet Enung.

Whole Planet® Foundation

2017 Annual Report

2.6 Million Microloans and Counting

wholeplanetfoundation.org
Enung (front cover) is from West Java, Indonesia. With her business partner Enah (back cover), she makes traditional Indonesian rice cakes called Longtong. Enung buys rice at the market every day to make the cakes, which sell for 500 Indonesian Rupiah (IDR) (4 cents) per piece. With the help of additional staff they can produce 1,000 Longtong for parties and events. Enung’s first microloan from Whole Planet Foundation®’s microfinance partner KOMIDA was 1,000,000 IDR ($76 USD) and her current loan is 2,000,000 IDR ($153 USD). Each loan was used to purchase rice and supplies to grow the women’s business.

Photos: WPF’s Claire Kelly
LETTER FROM OUR EXECUTIVE DIRECTOR

Whole Planet Foundation was established in 2005 to alleviate global poverty through microcredit. Supporting entrepreneurs in the world’s emerging economies is at the heart of what we do. Many of us on the Whole Planet Foundation team have been a part of the journey since the Foundation was conceived in a moment of inspiration by Whole Foods Market® CEO John Mackey twelve years ago.

Over those last twelve years, Whole Planet Foundation has come far in realizing our vision to empower microentrepreneurs through access to capital. At the end of 2017, our efforts had created more than 2.6 million loans for entrepreneurs since organizational inception. Since inception, we have distributed more than $69 million to fund microfinance around the world.

I am proud of the diligent and meticulous work of Whole Planet Foundation’s field team in identifying and evaluating projects to support through our microfinance institution partners (MFIs). We know we are supporting the best of the best. These MFIs must pass rigorous due diligence to be funded and then must perform exceptionally on more than 30 key performance indicators on a quarterly basis in order to remain in good standing with the Foundation.

Whole Planet Foundation relies on its ambassadors to fulfill our mission—so whether you are a donor, supplier partner, advocate, or volunteer—thank you. If you have not yet joined the ranks of the thousands of individuals and businesses who have come together to provide opportunities for micro-entrepreneurs in emerging economies around the world, we invite you to learn more about us on our website, wholeplanetfoundation.org, and to join us in making a sustainable impact.

Saludos,
Philip Sansone
President and Executive Director

Whole Foods Market covers Whole Planet Foundation’s administrative costs so that every dollar donated benefits microentrepreneurs around the globe.
Nearly 2 BILLION people worldwide do not have a bank account.

50% of those who lack access to financial services are women, people living in poverty, or individuals who are not in the workforce.

1 IN 10 people were living in extreme poverty in 2013. That’s 767 million people living on less than $1.90 per day.

Children make up 44% of people who are living in extreme poverty.

“...if you go into the real world, you cannot miss seeing that the poor are poor not because they are untrained or illiterate, but because they cannot retain the returns of their labor. They have no control over capital, and it is the ability to control capital that gives people the power to rise out of poverty.”

- Dr. Muhammad Yunus, Banker to the Poor: Micro-Lending and the Battle Against World Poverty
Loan repayments stay in the communities where we fund microcredit. The high repayment rate across our projects means donations continue to cycle through communities as they are repaid and re-loaned, reaching more entrepreneurs and their families in the 71 countries where we work.

Our pro-poor microfinance partners (MFIs) administer the microloans we fund. Using a wide array of responsible finance indicators, our field team visits microfinance partners yearly and audits metrics from the field quarterly to ensure the MFI is working to empower the poorest people in their communities. Every dollar we give is dedicated exclusively to fund microfinance projects.
When initially assessing the viability and ongoing efficacy of Whole Planet Foundation-funded projects, our field team reports on a wide range of responsible performance indicators. The key pillars of Whole Planet Foundation are:

- Affordability/Transparency
- Accessibility
- Supportiveness

Our four regional directors visit potential new partners and evaluate them on responsible performance indicators.

Proposals dig into 30+ key performance indicators and require extensive research and interviewing of MFI staff.

The decision to fund a project is based on the metrics considered when evaluating a partner:

1. Percent of female members
2. Repayment rate for institution
3. Average first loan size for institution
4. Loan terms and conditions
5. Total beneficiaries at institution
6. Field officer productivity
Proposals are reviewed by the Global Programs Director and the President and Executive Director.

After a project is funded, Whole Planet Foundation’s field team members visit the partner annually to monitor and evaluate progress. Pictured: WPF’s Brian Doe visits our microfinance partner Babban Gona in Nigeria to evaluate an agricultural loan product we have supported since 2015.

A TIMELINE OF THE APPROVAL PROCESS

4
PROPOSAL SUBMITTED BY PROGRAM STAFF
Proposals are reviewed by the Global Programs Director and the President and Executive Director.

5
BOARD OF DIRECTORS VOTE
A unanimous vote is required to approve funding for each project.

6
WPF FUNDS DISBURSED
Monitoring and evaluation of the new partner begins and is ongoing for the life of the project.

MONITORING AND EVALUATION

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Photo: WPF’s Daniel Zoltani
YOU HELP US MAKE A GLOBAL IMPACT

**Funds Disbursed**
- **2017**: $6.3M
- **2005-2017**: $69.5M

**Microloans Created**
- **2017**: 699,000
- **2005-2017**: 2,618,000

See our current impact, updated quarterly: wholeplanetfoundation.org/our-impact/

**Average First Microloan**: $182

**Name**: Mona
**Location**: Haiti
**Business**: Bakery
**Microfinance Partner**: Fonkoze

Photo: Armando Huerta
a microfinance partner committed to women’s empowerment, health, and livelihood in Togo.

Maribel has been making and selling corn tortillas for the past seven years, with the last three at her own stand off a busy avenue in San Salvador. When Maribel was looking for some money to buy supplies for her tortilla stand, a neighbor mentioned La Asociación Salvadoreña de Extensionistas Empresariales del INCAE (ASEI), WPF’s microfinance partner in El Salvador.

“I was scared. One’s always afraid when someone offers money.”

She decided to accompany her neighbors to hear the credit officer from ASEI explain how their communal bank lending works.

“I asked a bunch of little things during the meeting until I felt comfortable.”

Already in the fourth month of her first-ever microloan when we met her, Maribel is looking forward to her next loans. She sells an average of 320 tortillas a day, selling four for 25 cents. With the growing profits from her business, Maribel is able to keep up with her loan payments.

IN HER WORDS: MARIBEL’S STORY

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Did You Know? Over 30% of Salvadorans live under the poverty line. Remittances from Salvadorans working in the United States sent to family members amounted to 20% of their GDP in 2017.

Sources: World Bank; centralamericandata.com
WHERE WE WORK

ALLEVIATING POVERTY IN 71 COUNTRIES

MICROLENDING PROJECTS

NEW IN 2017  23
2005-2017  173

MICROFINANCE PARTNERS

NEW IN 2017  11
2005-2017  94

Visit our website to see an interactive map:
wholeplanetfoundation.org/where-we-work

Name: Maria
Location: Ecuador
Business: Tomatoes
MFI: VisionFund Ecuador

Photo: Armando Huerta
IMPACT IN THE UNITED STATES

Whole Planet Foundation funds microcredit with Grameen America in Austin, New York, Los Angeles, Boston, Oakland, Omaha, and 9 additional cities in the United State and Puerto Rico.

Guadalupe loves to cook, but had trouble accessing capital for her business in Queens, New York. Now she owns her own restaurant with a microloan from our largest United States partner, Grameen America.

Photo: WPF’s Sandy Mariscal

Disbursed to Microfinance Partners
$5.2M

Active Cities
16

First Loan Disbursed
AUGUST 2008

Average First Loan
$1,549

Approx. Value of Loans Supported by WPF
$22.1M

Women Entrepreneurs
99%

Approx. # of Microcredit Loans
12,000

Repayment Rate
99%

Active Entrepreneurs
2,400
Berendina Microfinance Institute (BMI) was incorporated in 2007 to provide access to quality microfinance to the most vulnerable in Sri Lanka. The company is known for for its “credit plus” services, providing financial and technical assistance to their clients.

BMI’s microlending model is collateral-free, and uses a group lending model. The company intends to expand, especially to the North and East districts, which are highly deprived and have suffered from years of conflict. With Whole Planet Foundation funds, BMI intends to expand their Kaluwanchikudy branch, covering the east coast of the country.

Name: Ranjini
Business: Basket Weaving
Microfinance Partner: BMI

Photo: WPF’s Claire Kelly
Did You Know? 45% of the population of Sri Lanka lived on less than $5 per day in 2013.
Source: World Bank, 2017

This group of Berendina Microfinance Institute members are in different solidarity groups for borrowing, but today they come together because of their common enterprise activity: weaving natural baskets from Palmera leaves.

Most do the basket weaving as a side project while for some it is their main source of income. By uniting, the Berendina members who are all involved in producing craft items from Palmera leaves gain opportunities to learn new skills and expand their income.

SUPPORTING BORROWERS, GROWING INCOME

Photo: WPF’s Claire Kelly
OUR GENEROUS SUPPORTERS

$42 MILLION from Whole Foods Market® customers
$10 MILLION from Whole Foods Market supplier partners
$8 MILLION from Whole Foods Market Team Members
$1 MILLION from corporate contributions
$700,000 from individual donors

100% of your donation funds microcredit loans to the world's poorest entrepreneurs. Whole Foods Market covers our operating expenses.

"I’ve been lucky enough to meet microcredit clients in Paraguay, Guatemala, Togo, and the United States. These women are amazing, confident, and innovative. The fact that Seventh Generation and Unilever support WPF through an annual donation and through event sponsorships is very meaningful because I’ve seen the Foundation’s work in action. To be a part of the mission and empower women living all over the world is an honor.”

GAYLE GRINDLEY
Sales Director
Unilever
THANK YOU FOR YOUR SUPPORT

OUR GENEROUS SUPPLIER PARTNERS

OUR 2017 COMMUNITY PARTNERS

$20,000+
$10,000–$19,999
$1,000–$9,999

New Jersey Home Rentals
St. Brendan’s Episcopal Church
**WHOLE PLANET FOUNDATION TEAM**

*Updated September 2018*

Brian Doe, Regional Director, Northern/Western Africa and the Middle East
Claire Kelly, Regional Director, Asia/Pacific
Daniel Zoltani, Executive Global Programs Director
Ellen Bettis, Fundraising Program Manager
Genie Bolduc, Global Educator and Volunteer Program Manager
Jessica Villanueva, Finance Coordinator
Joy Stoddard, Executive Development and Outreach Director
J.P. Kloninger, Regional Director, North America and Latin America
Olivia Hayden, Digital Fundraising Specialist
Philip Sansone, President and Executive Director
Sandy Mariscal, Marketing & Outreach Program Manager
Victor Quiroz, Data Analyst
Zoe So, Regional Director, Eastern and Southern Africa

Not pictured: J.P. Kloninger
WHOLE PLANET FOUNDATION LEADERSHIP*

*Updated September 2018

BOARD OF DIRECTORS

A.C. Gallo, President and Chief Operating Officer, Whole Foods Market
Angela Lorenzen, Regional President, Pacific Northwest Region, Whole Foods Market
Asim Shad, Finance Director, United Kingdom Region, Whole Foods Market
Bill Jordan, Regional President, Rocky Mountain Region, Whole Foods Market
Brian O’Connell, Global Vice President of Team Member Services, Whole Foods Market
Glenda Flanagan, Executive Vice President and Senior Advisor, Whole Foods Market
Heather Stern, Global Vice President of Legal Affairs and General Counsel, Whole Foods Market
Jeff Teter, President/General Manager, Allegro Coffee Company
Jeff Turnas, President of 365 by Whole Foods Market™, Whole Foods Market
Karen Christensen, Global Vice President of Procurement-Perishables, Whole Foods Market
Lee Valkenaar, Co-Chairman of the Board, Whole Planet Foundation
Michael Bashaw, Regional President, Midwest Region, Whole Foods Market
Omar Gaye, Regional President, Southwest Region, Whole Foods Market
Philip Sansone, President and Executive Director, Whole Planet Foundation
Rick Bonin, Regional President, North Atlantic Region, Whole Foods Market

UNITED KINGDOM BOARD OF DIRECTORS

Albert Percival, Associate General Counsel, Whole Foods Market
Brian Doe, Africa and Middle East Regional Director, Whole Planet Foundation
Daniel Zoltani, Executive Global Programs Director
Joy Stoddard, Executive Development and Outreach Director, Whole Planet Foundation
Lee Valkenaar, Co-Chairman of the Board, Whole Planet Foundation
Patricia Yost, Global Tax Director, Whole Foods Market
Philip Sansone, President and Executive Director, Whole Planet Foundation
Vera Hale, Customer Service Coordinator, United Kingdom Region, Whole Foods Market

CANADA BOARD OF DIRECTORS

Cristina DosSantos, Store Team Leader, Whole Foods Market
Daniel Zoltani, Executive Global Programs Director
Joy Stoddard, Executive Development and Outreach Director, Whole Planet Foundation
Lee Valkenaar, Co-Chairman of the Board, Whole Planet Foundation
Patricia Yost, Global Executive Coordinator - Tax, Whole Foods Market
Philip Sansone, President and Executive Director, Whole Planet Foundation
### FINANCIAL STATEMENTS


#### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$2,969,975</td>
<td>$2,270,861</td>
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<tr>
<td>Pledges receivable, net</td>
<td>1,767,613</td>
<td>1,455,918</td>
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<tr>
<td>Accounts receivable</td>
<td>462,485</td>
<td>415,052</td>
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<tr>
<td>Investments</td>
<td>5,191,774</td>
<td>4,555,028</td>
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<tr>
<td>Travel advances prepaid</td>
<td>11,000</td>
<td>11,000</td>
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<tr>
<td>Prepaids and other current assets</td>
<td>26,014</td>
<td>154,578</td>
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<tr>
<td><strong>Total current assets</strong></td>
<td>10,428,861</td>
<td>8,862,437</td>
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<tr>
<td><strong>ACCOUNTS RECEIVABLE</strong></td>
<td>415,720</td>
<td>407,175</td>
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<tr>
<td><strong>INVESTMENTS</strong></td>
<td>-</td>
<td>24,597</td>
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<tr>
<td><strong>FIXED ASSETS, net</strong></td>
<td>50</td>
<td>943</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$10,844,631</td>
<td>$9,295,152</td>
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#### LIABILITIES AND NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LIABILITIES:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$7,725</td>
<td>$90</td>
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<tr>
<td>Accrued expenses</td>
<td>28,025</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>35,750</td>
<td>90</td>
</tr>
<tr>
<td><strong>NET ASSETS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>9,576,881</td>
<td>8,129,466</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>1,232,000</td>
<td>1,165,596</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>10,808,881</td>
<td>9,295,062</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$10,844,631</td>
<td>$9,295,152</td>
</tr>
</tbody>
</table>

For detailed notes on financial position, please visit our website: wholeplanetfoundation.org/about/financials.
## FINANCIAL STATEMENTS

 Consolidated Statements of Activities - Years ended Dec. 31, 2017 and 2016

### CHANGES IN UNRESTRICTED NET ASSETS:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>REVENUES:</td>
<td></td>
<td></td>
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<tr>
<td>Contributions</td>
<td>$ 7,448,117</td>
<td>$ 6,792,174</td>
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<tr>
<td>Recovery of loans</td>
<td>750,489</td>
<td>-</td>
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<tr>
<td>Investment income</td>
<td>623,561</td>
<td>377,843</td>
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<tr>
<td>Total revenues</td>
<td>8,822,167</td>
<td>7,170,017</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>1,165,596</td>
<td>1,657,565</td>
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<tr>
<td>Total revenues and net assets released from restrictions</td>
<td>9,987,763</td>
<td>8,827,582</td>
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</table>

<table>
<thead>
<tr>
<th>EXPENSES:</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Program</td>
<td>7,485,010</td>
<td>10,682,203</td>
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<tr>
<td>Fundraising and communications</td>
<td>623,135</td>
<td>490,069</td>
</tr>
<tr>
<td>Management and general</td>
<td>494,579</td>
<td>462,733</td>
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<tr>
<td>Total expenses</td>
<td>8,602,724</td>
<td>11,635,005</td>
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<tr>
<td>Change in unrestricted net assets from operations</td>
<td>1,385,039</td>
<td>(2,807,423)</td>
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<tr>
<td>Foreign currency translation adjustments</td>
<td>62,376</td>
<td>(27,362)</td>
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<tr>
<td>Change in unrestricted net assets</td>
<td>1,447,415</td>
<td>(2,834,785)</td>
</tr>
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</table>

### CHANGES IN TEMPORARILY RESTRICTED NET ASSETS:

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>1,232,000</td>
<td>1,356,861</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>(1,165,596)</td>
<td>(1,657,565)</td>
</tr>
<tr>
<td>Change in temporarily restricted net assets</td>
<td>66,404</td>
<td>(300,704)</td>
</tr>
</tbody>
</table>

### CHANGE IN NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
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</tr>
</thead>
<tbody>
<tr>
<td>NET ASSETS, beginning of year</td>
<td>9,295,062</td>
<td>12,430,551</td>
</tr>
<tr>
<td>NET ASSETS, end of year</td>
<td>$ 10,808,881</td>
<td>$ 9,295,062</td>
</tr>
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</table>

For detailed notes on financial position, please visit our website: wholeplanetfoundation.org/about/financials.
Name: Enah
Business: Making Rice Cakes (Longtong)
Microfinance Partner: KOMIDA in Indonesia

828 W. 6th St., Suite 200
Austin, Texas 78703
wholeplanetfoundation.org