Whole Planet Foundation (WPF) funds microlending programs through Friendship Bridge (FB) in Guatemala where Allegro Coffee sources coffee which is sold in Whole Foods Market (WFM) stores. WPF is a WFM non-profit whose mission is to alleviate poverty by funding microlending programs where WFM sources products as a way to alleviate poverty and give back to 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, 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.
On the way to Antigua, the team visited a creamery and went on an avocado tour to learn about and harvest avocados. In Antigua they participated in a cooking class and visited Teysha to see artisan goods produced.

Team Member
Volunteers helped with reforestation efforts, planting 450 trees on Pacaya, a live volcano.

The volunteers arrived in Guatemala City and traveled to Huehuetenango, to learn about Friendship Bridge, Whole Planet Foundation’s partner in Guatemala.

The team traveled to Lake Atitlán to visit Santo Tomás Pachuj Private Natural Reserve where Allegro Coffee sources coffee for their Rainforest Blend sold in Whole Foods Market stores. They spent time in Panajachel shadowing Friendship Bridge clients, helping with their businesses and learning about their daily lives. In the mountains near Panajachel, they helped build a kitchen for a family of nine.
2019 GUATEMALA SUMMARY

13 WFM Team Member Volunteers traveled to Guatemala to visit Friendship Bridge, Whole Planet Foundation's microlending partner in Huehuetenango. They met staff members and rural microcredit clients whose loans were funded by Whole Planet Foundation, attended an artisan training for additional clients and also met several other Friendship Bridge artisans near Lake Atitlán. The Team Members traveled across Lake Atitlán to Santo Tomas Pachuj Private Natural Preserve, where they learned about coffee, which is sourced by Allegro Coffee Company for sale in WFM stores. The team helped to build a kitchen for a local family and participated in reforestation on Pacaya, a live volcano. They harvested avocados, learned about cheese making and Guatemalan cuisine, culture, food, traditions and dance.

TEAM
Francis J. Rosenbaum (Mid-Atlantic Region, Newtown)
Ross Nanfeldt (Mid-Atlantic Region, Devon)
Sebastian Kwong (Midwest Region, Markham Store)
Emily Navarro (North Atlantic Region, Ink Block Store)
Dawn Marie Sherlock (North Atlantic Region, Hyannis Store)
Roderick Ian Newton (North Atlantic Region, Fresh Pond Store)
Kathleen Joanne Bonar (Northern California Region, Lafayette Store)
Allison Rhea (Pacific Northwest Region, Bellingham Lakeway Store)
Genesis Lopez (Rocky Mountain Region, Cherry Creek Store)
Haley Calzadilla (Southwest Region, Lamar Store)
Kelly Schoultz (Pacific Northwest Region, Park Royal Village Store)
Robert Erlauer (United Kingdom, Piccadilly Store)
Edisson Yunga (Northeast Region, Danbury Store)

GROUP COORDINATORS
The Art of Hospitality
Maureen Paap
Hans Paap
Fly the Phoenix
Dom Williams
Doreen Williams

GUATEMALA GUIDES
The Art of Hospitality
Vinicio Peña
Fly the Phoenix
Dom Williams
Doreen Williams

PROJECT COORDINATOR
Dom Williams

WFM TEAM MEMBER VOLUNTEER PROGRAM MANAGER
Genie Bolduc
2019 GUATEMALA ITINERARY
JULY 29 -AUGUST 10

ITINERARY- 2 WEEKS

Day 1 - Monday, July 29 - The team arrived Guatemala City to stay overnight.

Day 2 - Tuesday, July 30 - They traveled to visit Mayan ruins at Iximché, participated in a traditional Mayan ceremony, ate lunch and traveled on to their hotel in Huehuetenango.

Day 3 - Wednesday, July 31 - In Huehuetenango Team Member Volunteers participated in an artisan training filled with microcredit clients Who have artisan goods they have started to design. FB hosts these sessions as they continue to expand outreach for the artisan program in different villages, giving the women an understanding for the type of support they provide for their clients. The team then spent the afternoon on a hike at an archaeological site.

Day 4 - Thursday, August 1 - The Team Members met with Whole Planet Foundation microlending partner Friendship Bridge with Marta Julia and Mike Vargas and WPF Program Manager for the Americas and Caribbean, J.P. Kloninger.

Day 5 - Friday, August 2 - The team had coffee with Friendship Bridge Loan Officers with the opportunity to ask them questions, then transferred to Lake Atitlán.

Day 6 - Saturday, August 3 - The volunteers headed across Lake Atitlán by boat to Santo Tomás Pachuj Private Natural Reserve, where Allegro Coffee sources coffee for their Rainforest Blend, sold in Whole Foods Market stores.

Day 7 - Sunday, August 4 - The team participated in a community service project, building a kitchen at San Jorge La Laguna for a family of 9.

Day 8 - Monday, August 5 - 7:30am -2:30pm The volunteers shadowed and helped Friendship Bridge artisans, working with them and learning about their challenges, successes and daily activities. They had lunch with Friendship Bridge staff and artisans at FB’s head office in Panajachel, and trained the artisans on merchandizing, the Whole Foods Market way.

Day 9 - Tuesday, August 6 - Team Members traveled to Antigua with a cheese tour stop along the route.

Day 10 - Wednesday, August 7 - The volunteers climbed Pacaya, an active volcano (horses available) and participated in a reforestation community service project on the side of the volcano.

Day 11 - Thursday, August 8 - Team Members went on an Avocado Tour, learning all about and harvesting avocados, made guacamole and participated in a cooking class.

Day 12 - Friday, August 9 - The team traveled to Antigua for a last day of tourism and shopping.

Day 13, Saturday, August 10 - Everyone headed to the airport in Guatemala City to depart for home.
TMs attended a rural center meeting, met microcredit clients whose loans were funded by Whole Planet Foundation through microlending partner Friendship Bridge, and witnessed health trainings which are part of Friendship Bridge's services.

Whole Planet Foundation has supported Friendship Bridge since 2017, funding $300,000 to support their microlending programs in Guatemala. Friendship Bridge has a 98-99% repayment rate of the loans that they fund and 23,374 active borrowers with 2,213 whose loans are funded by Whole Planet Foundation.*

*As of 09/31/2019

Team Member Volunteers participated in an artisan training filled with microcredit clients of FB who are looking to join their artisan program.

The team and microcredit clients learned how to take and read measurements using a measuring tape and were taught a universal textile language for making clothes.

TMs attended a rural center meeting, met microcredit clients whose loans were funded by Whole Planet Foundation through microlending partner Friendship Bridge, and witnessed health trainings which are part of Friendship Bridge's services.
WFM TM volunteers traveled outside of Huehuetenango to meet rural clients of Whole Planet Foundation’s microlending partner Friendship Bridge like Joaquina and Maria above.
SHADOWING AND SUPPORTING ARTISANS

Near Lake Atitlán, the volunteers traveled to the homes of Friendship Bridge Artisans to shadow them for half of a day, learn about the crafts they make and sell, and help them with their daily tasks.

LEARNING AND TEACHING

At the Friendship Bridge head office, the team met with artisans learning about their businesses and taught merchandizing skills from WFM.
ALLEGRO COFFEE HAS DONATED $568,940 TO ALLEVIATE POVERTY THROUGH WHOLE PLANET FOUNDATION

Allegro Coffee pledged $100,000 in 2019 as a supplier partner to Whole Planet Foundation in empowering entrepreneurs through microcredit. Allegro sources coffee in Guatemala. As of December 31, 2019 Allegro Coffee has given $568,940 to fund 18,947 microloans to create 104,524 opportunities. Allegro shares: "Since 1977, we’ve been dedicated to sourcing high quality coffees from farmers dedicated to environmental stewardship and worker livelihood. While we’ve grown and evolved over the past 40 years, we remain true to our guiding principle: where your coffee comes from matters." To learn more about Allegro Coffee, their products and their positive impact visit their website at https://www.allegrocoffee.com.

LEARNING ABOUT ALLEGRO COFFEE

Team Member Volunteers traveled across Lake Atitlán to Santo Tomás de Pachuj in San Lucas Tolimán to learn from coffee growers about coffee sourced by Allegro coffee that is sold in Whole Foods Market stores. They toured the coffee farm and tasted coffee with Andres Fahlsen and his brother.
The WFM Team Member Volunteers toured the avocado farm, learning about avocado cultivation, harvesting and preparation into delicious guacamole.
CULTURE AND CUISINE

COOKING CLASS

The volunteers participated in a cooking class where they learned about Guatemalan cuisine and got hands on experience preparing it. Delicious!

CULTURAL SITES AND LOCAL EXPERIENCES

Team Members visited the Mayan ruins and Iximché and Zaculeu, rode on the “chicken bus” and did much of their travel on boats on Lake Atitlán.
THE VOLUNTEER PROJECT
SUPPLYING THE MATERIALS FOR AND BUILDING A KITCHEN FOR A FAMILY

WHOLE PLANET FOUNDATION
THE VOLUNTEER PROJECT
REFORESTING ON PACAYA, A LIVE VOLCANO
KATHLEEN

“Joaquina who owned a small potato farm. She is a lovely mother of a toddler, who used her loan to start a sheep fattening business. Marian used her microloan to start a potato wholesale business. She buys from farmers and takes the product to market, displaying potatoes by size and type and pricing them accordingly. She showed us her spreadsheets that she filled out everyday. Not a dime was spent on something “frivolous” like new shoes, etc. Buy the potatoes, pay for gasoline for the truck to get them to the market, make a loan payment, and the rest was set aside to continue investing in her business. I saw such strength and pride in both women especially Marian whose husband had abandoned her and her children. I will never forget when she shared with us that her friend told her “You have been suffering. Okay. Now it is time to stop the suffering and figure out how to move forward.”

SEBASTIAN

“I was so fortunate to meet with microcredit clients and hear from them on how the microcredit benefited them and their families. Getting to know what Friendship Bridge does with the donations received from WFM customers is eye-opening. Not only offering loans, but also workshops and classes to educate women to expand their businesses and learn a new skillset.”

ROSS

“The TMVP trip to Guatemala was a great experience for me, getting to see the impact of the Whole Planet Foundation up close. I’d never been to a developing country before and it was an incredibly humbling experience to see how little some people have. I really took away the positive impact that microfinance can have on people’s lives and its ability to lift people out of poverty. I knew a little about both WPF and micro-finance prior to the trip but nowhere near what I now know. The trip was a fantastic experience for me and I’ve been encouraging everyone at my store to apply.”

ALLY

“I will forever treasure the lifelong friendships that I made with everyone in my group. The volunteer trip was absolutely life changing and I would do it again every year. It was so eye opening to see the REAL impact Whole Planet Foundation is doing in other countries. We always see WPF signs around the store and emails about WPF but to actually see what they are doing is priceless and changing the world.”

KELLY

“Having the honor to meet an Allegro coffee farm farmer is something I wish more team members had the chance to do. Andres opened up his heart to us about the gratitude he felt to be an Allegro partner. He welled up with tears when he spoke about his gratitude for Whole Foods Market. He and his family shared the daily struggles of Guatemalan coffee farmers. He gave us an incredible tour of his farm and spoke so passionately about the business that had been passed down for generations in his family. The way he shared the heart, passion, and dedication that goes into each and every Allegro coffee bean is why I'm so honored to be a WFM TM and why I will always share this story to anyone will to listen. What a privilege it is as a WFM team member to be able to speak to a product firsthand that sits on the shelf in our stores.”

ROBERT

“\nI felt very privileged to have the opportunity to go on one of these trips, of the 1000s of WFM employees. I have a better understanding what Whole Planet Foundation and one of their partners do, where the donations go and have seen firsthand what a positive impact they can have. It also helped me to gain a better appreciation of the products we sell, meet some of the producers and develop a deeper connection with the ethos of WFM.”

DAWNMARIE

“This experience markedly changed my life and my commitment to do more. You also see how a group can come together from different states, different stores and different ethnic backgrounds to work as a team to make the world a better place.”

EDISSON

“This trip was a great experience to interact with microcredit clients, learn more about the Whole Planet Foundation, and see how it helps people uplift from poverty”
2019 WFM TM VOLUNTEER PROGRAM IMPACT GUATEMALA

13 TEAM MEMBERS TRAVELED TO GUATEMALA

63 MICROCREDIT CLIENTS MET

1 FAMILY KITCHEN BUILT

450 TREES PLANTED ON A LIVE VOLCANO

TRAINING WORKSHOP HELD FOR 29 ARTISANS

MERCHANDISING WORKSHOP HELD FOR 14 MICROCREDIT CLIENTS

3 MICROCREDIT CLIENTS SHADOWED AND SUPPORTED

12 PROTECTIVE UNIFORMS PROVIDED FOR VOLCANO STAFF