WHOLE FOODS MARKET
TEAM MEMBER VOLUNTEER PROGRAM
2018 SUMMARY & IMPACT REPORT: GUATEMALA & HONDURAS
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 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.
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.

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 being produced.

The volunteers helped build 3 classrooms near Copán Ruinas in Honduras, and refurbished La Pintada School.

The team arrived in Guatemala City and traveled to Huehuetenango to learn about Friendship Bridge, Whole Planet Foundation’s partner in Guatemala.
11 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 of Friendship Bridge 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. Whole Foods Market funded the building of 3 classrooms, near Copán Ruinas in Honduras. The volunteers helped dig the foundation for one of the classrooms and refurbished La Pintada School. They learned about Guatemalan and Honduran cuisine, culture, traditions, music, and dance.

TEAM
Catherine McKenzie, Rocky Mountain Region, Highland Ranch Store
Celeste Battle, Southwest Region, Cityline Store
Cheryl Jarosz, Florida Region, Pompano Beach Store
Harrison Wenger, Midwest Region, South Loop Store
Jessica Bennette, Northeast Region, South Lake Wall Store
Katerin Espinoza Garcia, Northern California Region, Ygnacio Valley Road Store
Kenneth Oikawa, Pacific Northwest Region, Robson Store
Megan Nicole Falcon, Southern Pacific Region, Beverly Hills Store
Patrick Lightbourn, Florida Region, Wellington Store
Jessica Killen, Southwest Regional Office
Kristen Moreno, Global Office

GROUP COORDINATORS
Maureen Paap
Dom Williams

GUIDES
Vinicio Peña
Dom Williams
Doreen Williams

PROJECT COORDINATOR
Dom Williams

WFM TEAM MEMBER VOLUNTEER PROGRAM MANAGER
Genie Bolduc
ITINERARY - 2 WEEKS

Day 1 - Tuesday, July 24 - The team arrived in Guatemala City and spent the night.

Day 2 - Wednesday, July 25 - In the morning the team traveled to Huehuetenango by way of Iximche Mayan ruins where they participated in a spiritual ceremony and had lunch in Tecpán. On arrival in Huehuetenango, they met Daniel Zoltani and Ellen Bettis, Global Programs Director and Fundraiser for Whole Planet Foundation and Marta Julia Ixtuc Cuc and Pablo Vasquez from Friendship Bridge, Whole Planet Foundation’s microlending partner, who joined them for dinner.

Day 3 - Thursday, July 26 - Daniel Zoltani and Ellen Bettis of Whole Planet Foundation and Marta Julia Ixtuc Cuc, Dany Miranda, Grecia Hernandez, Pablo Vasquez and another staff member of Friendship Bridge joined the team for the day. They visited with microcredit clients and Friendship Bridge staff for a presentation and then traveled to Chiantla for home visits with microcredit clients.

Day 4 - Friday, July 27 - Volunteers met with Friendship Bridge loan officers for coffee to learn from them about the challenges and successes of being a loan officer and what inspires them in their work. Then the team left for Panajachel.

Day 5 - Saturday, July 28 - Today the team took a Barca (boat) across Lake Atitlan to San Lucas Toliman where Andres Fahlsen of Pachuj, a longterm supplier to Allegro Coffee for their Rainforest Blend Coffee that is sold in Whole Foods Market stores, met the group upon arrival. He led them on a tour of the coffee farm explaining the process from plant, to bean, to export, visiting the plantation, the Natural Reserve, and the coffee mill.

Day 6 - Sunday, July 29 - The day began with some free hours in Panajachel and then travel to Antigua.

Day 7 - Monday, July 30 - The team transferred to Teysha in Pastores, a supplier whose products have been sold in WFM stores. They visited with the founder of Teysha, Sophie Eckrich, who was once an intern to Whole Planet Foundation and whose aim through Teysha is to preserve the artisanal crafts of Guatemala, selling beautiful boots and shoes made with Guatemalan cloth and leather. In the afternoon, the team participated in a walking tour including Antigua Cathedral, the Merced Monastery, and the San Francisco Monastery. In the evening they enjoyed a cooking class where they made and ate Pepian, rice, radish salad, tortillas, atole, rellenitos for dessert, and hibiscus flower juice.

Day 8 - Tuesday, July 31 - Team members traveled to Copán Honduras, a 5 to 6 hour drive.

Day 9 - Wednesday, August 1 - The TM Volunteers headed to the school where they would be providing community service and in the evening participated in a cooking class.

Day 10 - Thursday, August 2 - The volunteers were transported to the school for community service and visited the butterfly museum.

Day 11 - Friday, August 3 - The volunteers were transported to the school for community service and went on a hike.

Day 12 - Saturday, August 4 - The volunteers were transported to the school for community service and visited Macau Mountain.

Day 13 - Sunday, August 5 - The team visited Copán Ruins and hot springs for relaxation day.

Day 14 - Monday, August 6 - Team members headed to the school for project work and a community meal, then packed and explored.

Day 15 - Tuesday, August 7 - The team departed for San Pedro Sula and home.
The volunteers visited with the field officers of WPF partner Friendship Bridge at their local office to hear about their challenges and successes. They attended center meetings and visited with individual clients on their farms and at their businesses. Whole Planet Foundation has supported Friendship Bridge, since 2017, funding $300,000 to support their microlending programs in Guatemala. Friendship Bridge has a 99.25% repayment rate and WPF’s goal was to help them reach 2,381 new borrowers. FB grew their basic group loan portfolio and achieved 2,348 clients by December 2018.*

*As of 12/31/2018
WPF’s Global Program’s Director Daniel Zoltani and Fundraising Program Manager Ellen Bettis were in Guatemala with the team to share their insight into Whole Planet Foundation’s partnership with Friendship Bridge. Marta Julia Ixtuc Cuc, Dany Miranda, Grecia Hernandez, Pablo Vasquez and another staff member of Friendship Bridge joined the team for the day to introduce the volunteers to the process of receiving a loan funded by WPF through Friendship Bridge and the additional services that are included, such as non-formal education and sharing of important healthcare information.

The team visited the market to meet a microcredit client whose loan was funded by WPF through Friendship Bridge, getting to ask about her business. They attended center meetings to see loan disbursement, loan collection, and education opportunities.
When Whole Planet Foundation was created in 2005 to alleviate poverty in communities where Whole Foods Market sources products, one of the first communities where WPF started working was in Panajachel, Guatemala, near where Allegro Coffee Company sources coffee beans for their Rainforest Blend that is sold in WFM stores. The coffee producers at Santo Tomás Pachuj welcomed WFM Team Member Volunteers, taking them up into the coffee plantation to learn about planting, harvesting, and production of coffee as well as the rigorous standards in place for preserving the land.
COOKING CLASSES

TEYSHA

WHOLE PLANET FOUNDATION®
COMMUNITY SERVICE: BUILDING 3 CLASSROOMS

Whole Foods Market funded three classrooms in Barbasco, a small community near the Copán ruins in Honduras. Together with funding part of the teacher’s salaries with Fly the Phoenix, our community partner, WFM was able to help provide access to secondary school education for this small rural community. The team of volunteers helped with construction, learning about earthquake safe building and engaged with the community.
JESSICA
“This was a great experience! So grateful for it!!! The part of the trip that was the most impactful for me was meeting with our microloan partners. It was nice to see firsthand the work we are doing and how it is supporting and helping the community. Meeting microcredit clients was moving, it brought tears to my eyes, was very humbling. The experience was wonderful, powerful and impactful. I will be forever grateful that I was chosen to do it.”

KERRY
“This experience was eye opening in such a positive way. I never expected to be able to experience anything like this in my lifetime. The impact on the communities with all of the companies we met with really made me feel something special. The standards that Andres at the Santo Tomas Pachuj coffee plantation explained to us were above expectations. Their commitment to sustainability really made me happy. I also can’t say enough about what friendship bridge is doing with microcredits and educating women across Guatemala making a huge impact.”

HARRISON
“What was the most impactful part of the trip? Besides the realization of working for the best company around? Working on the schools in Honduras was my favorite. Spending time with the children was so meaningful. Knowing that the work we were doing would be helping them in some way and the connections we were able to share would be lasting.

It was even better to learn about how Whole Foods Market puts so much effort into the Whole Planet Foundation and microcredit loans. In meeting WPF’s partner staff and clients I learned how much of an impact we actually have in helping people and their families. Having the loan recipients tell their stories really helped me understand how difficult dealing with extreme poverty is and gave me hope that many more people can be supported.

Something that stuck out most was when I overheard someone say, “We Guatemalans do not need to be saved, we need work”. This brought me some kind of renewed passion for growing Whole Planet Foundation in any way I can. I appreciate that my company sends team members on these trips to really understand how microloans work.

Easily the best trip of this nature that I have been on!”

JESSICA
“An ambassador is someone who is privileged, responsible and obligated to speak on behalf of another person. That is what we are as Whole Foods Market Team Member Volunteers.”

KRISTEN
“My experience of meeting microcredit clients and staff members was eye opening. It allowed us to see firsthand where our money goes. I learned that besides the loans they receive, the microcredit clients quite often receive health-based seminars and classes on how to manage money that contribute to their success.

These volunteer trips are a once in a lifetime opportunity to connect with our global community. You will leave inspired to share the stories of the microcredit clients you have befriended and feel the urgency to continue to continue to fundraise for them.”

CHERYL
“This trip was outstanding. The people at Friendship Bridge are so passionate and incredible. Meeting microcredit clients was very impactful and it was great to see how far our donations really go. It was incredible to see that once one person had great success with their microloan, they would become the president of a group, or start to help other women in their community. Each client had a different story, a different level of need and a different experience with microcredit but they all had one thing in common; they wanted to help other women.

I am so happy I got to see first-hand how much of an impact our campaigns have on these communities. It was so beautiful to see such strong women, empowering each other. Having been on this trip, I will be an even bigger nerd for Whole Planet Foundation.”
2018 WFM TM VOLUNTEER PROGRAM IMPACT
GUATEMALA/HONDURAS

11 TEAM MEMBERS TRAVELED TO GUATEMALA & HONDURAS

21 MICRO CREDIT CLIENTS MET

3 CLASSROOMS BUILT

1 SCHOOL REFURBISHED AT LA PINTADA

2 MONTHS OF TEACHER'S SALARIES FUNDED