Staff and field officers from Whole Planet Foundation’s microfinance partner KOMIDA in Indonesia distribute masks, education, and food during the COVID-19 pandemic.
Our Impact in 2020

Funds Disbursed

$5.46M

$90M since 2005

715,000

Microloans Created

4.7M since 2005

Opportunities for Entrepreneurs & Their Families

3.9M

25.3M since 2005
Dear Whole Planet Foundation Supporter,

2020 was an unprecedented year for our global community. Now, more than ever, we are impressed by the resilience we’ve seen from our partner microfinance institutions and the entrepreneurs who are working to lift themselves and their families out of poverty.

Across the world, over 1 billion people have lost their jobs or seen their incomes fall, resulting in “over 900 million experiencing hunger and food security issues,” per the World Bank and United Nations. As the world shut down to varying degrees because of the pandemic, microentrepreneurs were impacted in many ways. Restaurants and souvenir shops struggled to stay afloat as the travel and tourism industries collapsed. Domestic and international travels were restricted, cutting off supply lines for those who purchased wholesale items from neighboring countries. In some cases, curfews and other governmental restrictions made it difficult for entrepreneurs to continue business as usual.

Although the global pandemic meant our field team was unable to physically visit our microfinance partner organizations for monitoring and evaluation, our team deployed a new strategy for remote due diligence, allowing us to stay in touch with our valuable implementing partners. Whole Planet Foundation is proud to work with microfinance institutions who operate with a commitment to transparency, openness, supportiveness, and accessibility. Throughout this difficult time, we have seen our partners offer moratoria on loan repayments, restructure loans for clients affected by the pandemic, and even provide new loan products designed to help entrepreneurs chart a new course due to changing business environments.

While 2020 was a year that challenged our team, we look ahead to 2021 and beyond with immense gratitude for the generosity of our donors and supporters of our mission. Thank you for your ongoing commitment to Whole Planet Foundation’s work to alleviate poverty by helping people in poverty with opportunities to change their own lives.

Sincerely,
Philip Sansone, President and Executive Director
Responses to the COVID-19 Pandemic

Tanzania / BRAC

Field staff of our microfinance partner BRAC Tanzania observe social distancing and hygiene requirements in their branch offices during the pandemic.

Bolivia / Sembrar Sartawi

Many of our Latin America microfinance partners, including Sembrar Sartawi, were able to offer alternative repayment plans to clients through refinancing or a 3-to-6-month grace period on payments and interest during the global pandemic.

Guatemala / Friendship Bridge

At the onset of the pandemic, Friendship Bridge made thousands of calls to clients in order to share health precautions and find out clients' needs. They immediately learned that lockdowns forced many to face hunger while unable to leave their homes to generate a daily income. To address this urgent need, Friendship Bridge developed an emergency food relief program by raising $65,000 to purchase and deliver 3,300 food kits in rural areas of Guatemala, effectively feeding more than 15,000 people.
Supporting Clients & Communities

A Field Officer for Whole Planet Foundation’s microfinance partner in Panama, Microserfin, visits a microcredit client at her small shop during the COVID-19 pandemic.

Thanking Staff and Field Officers

In 2020, Field Officers and the microfinance institutions they work for faced their biggest hurdle to date with the onset of the COVID-19 pandemic. Nevertheless, they have found creative ways to continue to motivate their clients. One of the best assets that our partner microfinance institutions have is their committed loan officers. These valuable field staff members have been willing to navigate additional difficult barriers to ensure the success of their clients.
Prior to the COVID-19 crisis, many of Whole Planet Foundation’s microfinance partners were already investing in better internal systems and technology to manage their client portfolios. In our team’s opinion, Whole Planet Foundation’s microfinance partners who have leveraged their investments in strong technology platforms have been able to provide better services to their clients during the COVID-19 crisis.

These partners have been the best positioned to manage their operations remotely, track how clients are being affected by COVID-19 restrictions, and roll out services to minimize the impact of the crisis on entrepreneurs and farmers.

Some of their accomplishments include: maintaining some degree of loan disbursement and collection activity, allowing clients to easily withdraw their own savings when normal income streams were disrupted, providing remote farmer training in this crucial agriculture cycle, and circulating reliable health information.

As our microfinance partners continue to incorporate technologies into their operations, microcredit becomes more affordable and accessible by accelerating use and engagement.

A Village Enterprise business mentor assessing one of her entrepreneurs’ first-time mobile money transfers. Community-based and locally-led, Village Enterprise’s poverty graduation program equips women living in extreme poverty with cash transfers, training, and mentoring. Technology allows Village Enterprise to scale their work and reach more remote populations.
For three entrepreneurial women in Uganda, the emerging COVID-19 crisis posed an immediate threat to their newly started business. Pictured above, the three entrepreneurs of the Rubanga Lakica business group, Nancy, Lilly, and Irene, stand on their business premises.

In their initial training sessions with Whole Planet Foundation’s microfinance partner in Uganda, Village Enterprise, the women were introduced to the concept of grant disbursement via mobile money. This was a new system, different from the former cash disbursement method used by other microfinance institutions.

Although they had no prior experience with mobile money, Village Enterprise connected the women to a mobile company agent from whom they acquired their first SIM card registered under Nancy’s name. An initial challenge was the lack of a phone, so they borrowed Lilly’s husband’s, took out his SIM card, and inserted the new one.

In February 2020, the entrepreneurs received their first start-up capital grant from Village Enterprise through their registered SIM card and began executing their business plan, which involved constructing a pigsty and rearing pigs.

To start, they bought two pigs worth UGX 100,000 ($27USD) and retained a mobile money balance of UGX 180,000 ($48USD) to buy feed and vaccines for their pigs. Little did they know that COVID-19 would hit Uganda the following month.

When the lockdown pronouncement was made, the three were devastated, wondering how they would continue their business in spite of the emerging restrictions. Soon enough, Village Enterprise reached out through their phone check-in system. The staff counseled the women on the importance of using mobile money to transact.

Luckily, there was a store selling vaccines and feed nearby. They approached the store owner and made arrangements with him to conduct business using mobile money. He agreed to supply and deliver products to their business if they sent payment to his cell phone number through mobile money. This was how the Rubanga Lakica group saved their business.

According to each of the group members, the Village Enterprise team has shown them a path to success using just a mobile phone, and they now understand that indeed, knowledge is power.
Stories from the Field
Appreciating Field Officers of our Partners

One of the best assets our microfinance partners retain is their committed staff and loan officers, who reach entrepreneurs in some of the most rural and remote areas. This year, these Field Officers and the microfinance institutions they work for faced their biggest hurdle to date with the onset of the pandemic, but have found creative ways to continue motivating their clients. Whole Planet Foundation’s Field Officer Appreciation Award is designed to recognize and reward Field Officers who have gone above and beyond their role to provide financial services to low income entrepreneurs. Select honorees from 2020 are highlighted below.

Sarmila / Nepal
Kalpavriksha, Chitwan Branch

During the COVID-19 lockdowns, Sarmila took on extra responsibilities. She took the initiative to reach out to Kalpavriksha’s supply chain company to ask for more products. She took her own motorbike and worked with her husband to deliver products to maintain the supply chain during the lockdown.

“While recruiting entrepreneurs, I have to convince not only the candidate, but her whole family.”
Even during this pandemic of COVID-19 we are still standing strong and providing great service to our clients.

**Mildred | Guatemala**

Mildred is a young mom who cares deeply about her community. She has been with Friendship Bridge for three years and manages 65 Trust Banks (groups of microcredit clients that take loans in solidarity). In total, she serves 523 clients.

“I characterize myself as a happy, dynamic, caring person. My goal is always to serve and to be useful to people in order to impact their lives.”

**Ziyanda | South Africa**

SEF, Ngqamakwe Branch

Ziyanda serves 410 clients. Small Enterprise Foundation nominated her because the repayment for her area is 100% and because she always motivates clients and other Development Facilitators of the organization.

“Even during this pandemic of COVID-19 we are still standing strong and providing great service to our clients.”
**Issifou’s Story**

Issifou is on her 12th microloan with Whole Planet Foundation’s microfinance partner Assilassimé in Togo, West Africa. She sells fried fish and kitchenware in her local marketplace. Issifou says her business has been a lifesaver, as she recently faced a serious illness and it was her business savings that enabled her to get treatment. Her first microloan was 30,000 CFA (about $50 USD), which she used to start selling fish. From there, she grew her business and now sells higher value items too.
Karla, a microcredit client of Whole Planet Foundation’s microfinance partner Grameen America, dreamed of starting her own restaurant but lacked access to affordable business capital. Through microloans from Grameen America, Karla was given the capital she needed to open a small restaurant in a bustling mall in Houston, TX. Karla’s customers enjoy an authentic mix of Mexican cuisine on her growing menu. She is dedicated to ensuring that anyone who walks through her restaurant’s door feels at home. Today, Karla enjoys the financial independence she has achieved as a business owner. She employs two staff members and reinvests additional income into her business as she wants to expand in the future.

“\textit{I want other women to know how good it feels to build your own business. If I can do it, I know that other women can too.}”
Supplier partners are brands who sell products in Whole Foods Market stores and support Whole Planet Foundation’s work alleviating poverty in communities where Whole Foods Market sources products. These generous donors contributed $1.4 million to fund microcredit in 2020.

Since 2007, Supplier Partners have collectively contributed over $15 million to fund economic opportunity for the world’s poorest people.
Thanking Corporate Partners

Corporate partners amplify our work to alleviate poverty through innovative strategies for fundraising and giving. Optimist's documentary Living On One Dollar has raised $378,000 for Whole Planet Foundation and is available to stream worldwide.

Our 2020 Trailblazer Honoree

Shoes For Crews has been a proud supporter since 2009 and has generously donated over $220,000 to help alleviate poverty. For every pair of slip resistant shoes that Whole Foods Market Team Members buy through Shoes For Crews, $1 is donated to alleviate poverty through Whole Planet Foundation.

Shoes For Crews was chosen as 2020’s Trailblazer Award recipient not only for their generous giving, but also for going above and beyond to engage Whole Foods Market Team Members.

Through our alignment and collective efforts with Whole Planet Foundation and Whole Foods Market’s Asset Protection team, we are able to ensure Team Member Safety and mitigate global poverty through microcredit loans, improving people’s lives all around the world. Shoes For Crews is honored and extremely proud to share this special relationship with Whole Planet Foundation. We are humbled and grateful for the opportunity and the award,” says Chris Hamilton, Vice President of Sales, Shoes For Crews.

Carol McCoy (top right) and Chris Hamilton (top left) accept the Trailblazer Award on behalf of Shoes For Crews via Zoom conference during our 2020 Party with a Purpose Online Auction.
2020 Virtual Events

More than 900 attendees joined us for our online auction in 2020, placing over 1,200 bids on 190 local and global auction items. Together, generous sponsors and event attendees raised more than $44,000 toward our mission. These funds can create about 250 average first microloans for people living in poverty around the globe.
Thanking Event Sponsors

Our Generous 2020 Event Sponsors

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Copper Sponsor

Madal Sponsor

Our Generous 2020 Event Sponsors

Gold Sponsors

Silver Sponsors

Bronze Sponsors

Copper Sponsors

Event sponsors like Mad Hippie and Belgian Boys donated items to our online auction.

Ten Thousand Dollar Fund Member Guayakí donated giveaway prizes and participated in our 2020 Virtual 5K.

Thank you to our generous Holiday Bazaar sponsors!
Whole Planet Foundation
Ambassador Program

Creating Ambassadors

In 2020, we created the Ambassador Program to engage the Whole Planet Foundation Community in these ways:

• Develop ambassadors for our mission.
• Share a curated voluntary educational experience for Team Members who want to be more connected to our mission during the temporary pause of the Whole Foods Market Team Member Volunteer Program.
• Deepen culture in Whole Foods Market stores, distribution centers and offices.
• Offer deeper educational opportunities in advance of the Communities Campaign in October.

Program applications received 83
Approved program applicants 74

“I must say I ABSOLUTELY loved going through all the levels and the reading materials. I have already started to TALK up this program to my Culture Champion Team and have even given the list of books to the in-store Book Club!”

- Christiana, WFM Destin, FL Region
Since 2007, Whole Foods Market Team Members have collectively contributed over $10 million to fund economic opportunity.
Our Team

Sandy Mariscal
Senior Marketing & Outreach Program Manager

Victor Quiroz
Senior Business Systems Analyst

Claire Kelly
Regional Director, West Africa/MENA

Daniel Zoltani
Executive Global Programs Director

Haley Calzadilla
Team Member Giving & Outreach Program Manager

Jessica Villanueva
Senior Financial Analyst

Philip Sansone
President & Executive Director

Stephanie Manciagli
Regional Director, Latin America & North America

Zoe So
Regional Director, Eastern & Southern Africa

Genie Bolduc
Global Educator & Volunteer Program Manager

Joy Stoddard
Executive Development & Outreach Director

Olivia Hayden
Senior Digital Fundraising Specialist

Updated July 2021
Our Board of Directors

A.C. Gallo, President, Whole Foods Market
Angela Lorenzen, President, Pacific Northwest Region, Whole Foods Market
Bill Jordan, President, Rocky Mountain Region, Whole Foods Market
Brian O’Connell, Senior Vice President of Team Member Services, Whole Foods Market
Damien Corcoran, Vice President, UK Region, Whole Foods Market
David Schwartz, President, Midwest Region, Whole Foods Market
Glenda Flanagan, Executive Vice President and Senior Advisor, Whole Foods Market
Heather Stern, Senior Vice President of Legal Affairs and General Counsel, Whole Foods Market
Jason Buechel, Chief Operating Officer, Whole Foods Market
Jeff Teter, President and General Manager, Allegro Coffee Company
Jeff Turnas, Senior Vice President, Global Culinary Procurement & Operations, Whole Foods Market
Karen Christensen, Senior Vice President of Procurement, Whole Foods Market
Keith Manbeck, Chief Financial & Administrative Officer, Whole Foods Market
Lee Valkenaar, Chairman of the Board, Whole Planet Foundation
Matt Ray, President, Southwest Region, Whole Foods Market
Omar Gaye, President, Northern California Region, Whole Foods Market
Philip Sansone, President and Executive Director, Whole Planet Foundation
Rick Bonin, President, North Atlantic Region, Whole Foods Market
Sonya Gafsi Oblisk, Chief Marketing Officer, Whole Foods Market

Canada Board of Directors

Cristina Dos Santos, Store Team Leader, Whole Foods Market
Daniel Zoltani, Executive Global Programs Director, Whole Planet Foundation
Jessica Villanueva, Senior Financial Analyst, Whole Planet Foundation
Joy Stoddard, Executive Development & Outreach Director, Whole Planet Foundation
Lee Valkenaar, Chairman of the Board, Whole Planet Foundation (USA)
Philip Sansone, President and Executive Director; Chairman of the Board of Directors (Canada)
Tricia Yost, Vice President, Tax, Whole Foods Market

Updated July 2021
Whole Planet Foundation

Consolidated Statements of Financial Position
December 31, 2020 and 2019

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<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
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<tr>
<td><strong>Current assets:</strong></td>
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<tr>
<td>Cash and cash equivalents</td>
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<td>$1,695,816</td>
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<td>Investments</td>
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<td>6,057,062</td>
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<td>Pledges receivable</td>
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<td>Loans receivable</td>
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<td>151,440</td>
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<td>Prepaids and other current assets</td>
<td>154,120</td>
<td>132,319</td>
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<td><strong>Total current assets</strong></td>
<td>9,117,683</td>
<td>9,436,976</td>
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<td><strong>Loans receivable, net of current portion</strong></td>
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<td>104,044</td>
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<tr>
<td><strong>Total</strong></td>
<td>$11,886,403</td>
<td>$9,541,020</td>
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<table>
<thead>
<tr>
<th></th>
<th>2020</th>
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<tbody>
<tr>
<td><strong>Liabilities and Net Assets</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Liabilities:</strong></td>
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<tr>
<td>Accounts payable</td>
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<td>$90</td>
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<td>Accrued expenses</td>
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<td>3,509</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td>32,333</td>
<td>3,599</td>
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<tr>
<td><strong>Net assets:</strong></td>
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<tr>
<td>Without donor restrictions</td>
<td>11,715,528</td>
<td>8,799,921</td>
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<tr>
<td>With donor restrictions</td>
<td>138,542</td>
<td>737,500</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td>11,854,070</td>
<td>9,537,421</td>
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<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$11,886,403</td>
<td>$9,541,020</td>
</tr>
</tbody>
</table>
Whole Planet Foundation

Consolidated Statements of Activities
Years Ended December 31, 2020 and 2019

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net assets without donor restrictions:</td>
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<td></td>
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<tr>
<td>Revenues:</td>
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<tr>
<td>Recovery of loans</td>
<td>$5,624,300</td>
<td>$182,990</td>
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<tr>
<td>Contributions</td>
<td>4,623,661</td>
<td>8,700,731</td>
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<td>Investment income</td>
<td>120,098</td>
<td>1,002,079</td>
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<tr>
<td>Special events, net</td>
<td>34,021</td>
<td>37,014</td>
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<tr>
<td>Other income</td>
<td>6,337</td>
<td>83,501</td>
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<tr>
<td>Total revenues</td>
<td>10,408,417</td>
<td>10,006,315</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>737,500</td>
<td>1,020,416</td>
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<tr>
<td>Total revenues and net assets released from restrictions</td>
<td>11,145,917</td>
<td>11,026,731</td>
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<tr>
<td>Expenses:</td>
<td></td>
<td></td>
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<tr>
<td>Program services</td>
<td>6,942,966</td>
<td>11,142,087</td>
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<td>Fundraising and communications</td>
<td>762,692</td>
<td>637,124</td>
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<td>Management and general</td>
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<td>526,075</td>
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<tr>
<td>Total expenses</td>
<td>8,213,146</td>
<td>12,305,286</td>
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<td>Change in net assets without donor restrictions from operations</td>
<td>2,932,771</td>
<td>(1,278,555)</td>
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<td>Foreign currency translation adjustments</td>
<td>(17,164)</td>
<td>4,659</td>
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<tr>
<td>Change in net assets without donor restrictions</td>
<td>2,915,607</td>
<td>(1,273,896)</td>
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<tr>
<td>Net assets with donor restrictions:</td>
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<td></td>
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<tr>
<td>Contributions</td>
<td>138,542</td>
<td>737,500</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>(737,500)</td>
<td>(1,020,416)</td>
</tr>
<tr>
<td>Change in net assets with donor restrictions</td>
<td>(598,958)</td>
<td>(282,916)</td>
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<tr>
<td>Change in net assets</td>
<td>2,316,649</td>
<td>(1,556,812)</td>
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<tr>
<td>Net assets, beginning of year</td>
<td>9,537,421</td>
<td>11,094,233</td>
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<tr>
<td>Net assets, end of year</td>
<td>$11,854,070</td>
<td>$9,537,421</td>
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</tbody>
</table>
Photos, top row: WPF Field Officer Award winner Moises from AfricaWorks Mozambique serves a client. A socially distanced meeting of farmer members of FUNDER in Honduras.

Second row: Community Health Facilitators trained by CASHPOR distribute masks and education to rural communities in India. Friendship Bridge staff distribute food to remote areas in Guatemala.

Third row: BRAC Tanzania presents hand washing awareness to a client. Sembrar Sartawi employs barriers and mask requirements serving clients in branch offices in Panama.