

PROJET SANTE / BID-I
ANNEE DE REALISATION : 2004-2006
DISPENSARE DE KOUNDOUM



WHOLE FOODS MARKET[®]
TEAM MEMBER VOLUNTEER PROGRAM

TOGO 2016 SUMMARY & IMPACT REPORT

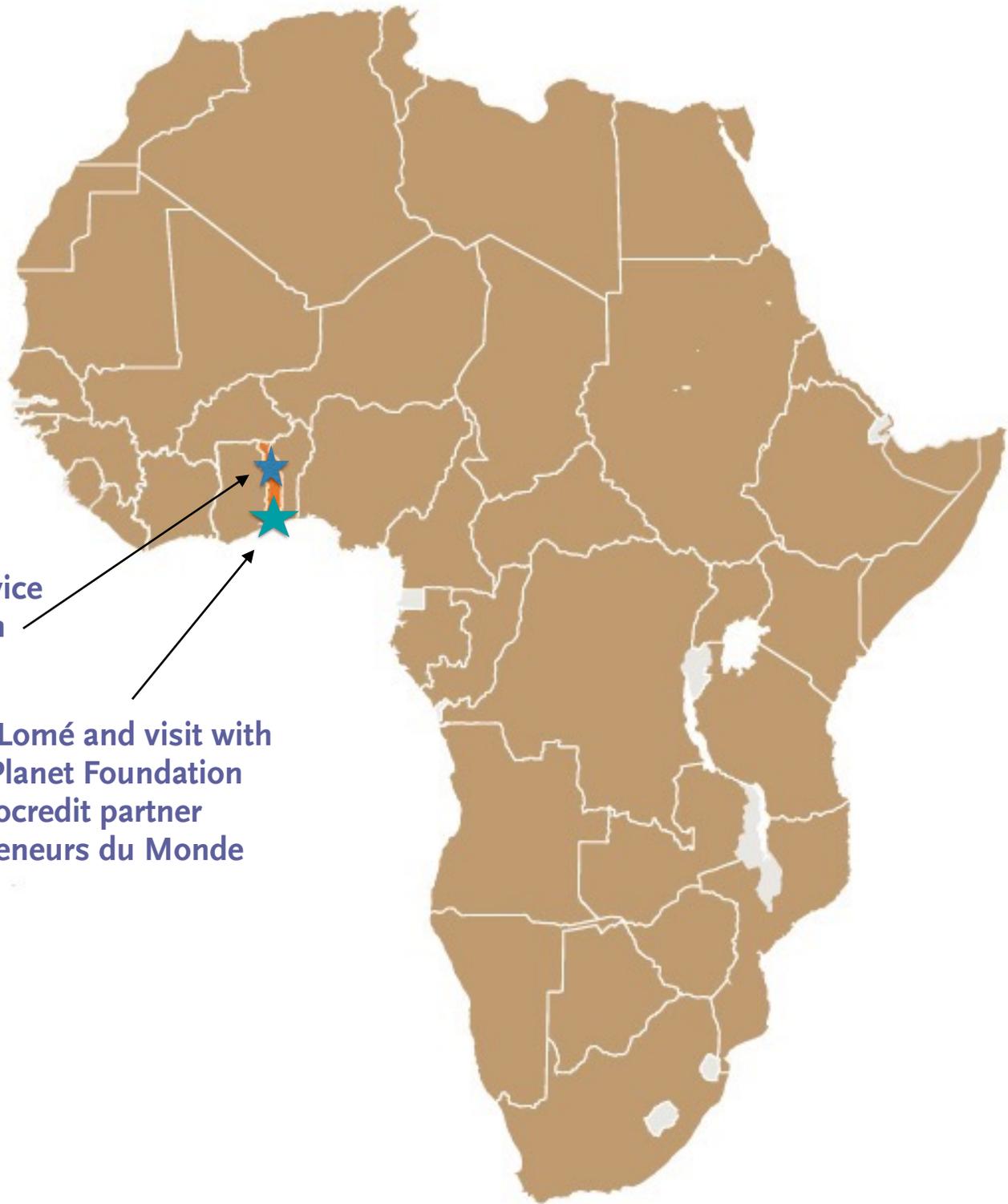


WHOLE FOODS MARKET® TEAM MEMBER VOLUNTEER PROGRAM

Whole Planet Foundation® (WPF) funds microlending programs in Togo where Alaffia sources ingredients for their body care products and baskets, which are 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 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, 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.

WFM TEAM MEMBER VOLUNTEER PROGRAM TRAVEL IN TOGO



Community service
with Alaffia in
Sokodé

Arrival in Lomé and visit with
Whole Planet Foundation
microcredit partner
Entrepreneurs du Monde

2016 TOGO SUMMARY

7 WFM Team Member Volunteers traveled to Togo to provide community service, building bathrooms for an elementary school. They also refreshed the school by giving it a new coat of paint. They visited with microcredit clients of WPF's microlending partner Entrepreneurs du Monde in Lomé and traveled to Sokodé to learn about Shea butter production with Alaffia who uses it in the creation of their body care products, which are for sale in WFM stores. Team Members learned about Togoan culture, food, tradition and dance as well as the many initiatives that Alaffia leads to support their community.

TEAM

Jason Martinez (Global) Global Office
Joanne Neugebauer (Mid-Atlantic Region) Chagrin WFM
Britni Crowe (Pacific Northwest Region) Fremont WFM
Alejandra Torres Castro (United Kingdom) Piccadilly WFM
Bermann Thelison (Northeast Region) Greenwich WFM
Pamela Mckinnon (North Atlantic Region) Glastonbury WFM
Francesca di Donato (Northern California Region) Regional Office

GROUP COORDINATOR

JoAnne Brenner

PROJECT COORDINATOR

JoAnne Brenner

WFM TEAM MEMBER VOLUNTEER

PROGRAM MANAGER

Genie Bolduc



2016 TOGO ITINERARY SEPTEMBER 26 - OCTOBER 11

TRIP ITINERARY- 2 WEEKS

Day 1 Monday, September 26 - Leave US to Paris.

Day 2 Tuesday, September 27 - Direct Air France flight from Paris (4:10pm) to Lomé (8:30 PM).

Day 3 Wednesday, September 28 - Visit Whole Planet Foundation Microfinance Partner Entrepreneurs du Monde.

Day 4 Thursday, September 29 - Visit a former slave house and travel to Sokodé.

Day 5 Friday, September 30 - Alaffia Village tour and activities (Fair Trade cooperative).

Day 6 Saturday, October 1 - Visit baobab UNESCO site.

Day 7 Sunday, October 2 - Visit Alaffia community projects

Day 8 Monday, October 3 - Visit Alaffia community projects & collectives.

Day 9 Tuesday, October 4 - Construct a latrine and paint at an elementary school.

Day 10 Wednesday, October 5 - Construct a latrine and paint at an elementary school.

Day 11 Thursday, October 6 - Construct a latrine and paint at an elementary school.

Day 12 Friday, October 7 - Construct a latrine and paint at an elementary school.

Day 13 Saturday, October 8 - Travel to Lomé & visit with the US ambassador to Togo.

Day 14 Sunday, October 9 - Visit beach and market.

Day 15 Monday, October 10 - Fly Air France from Lomé (7:40PM) to Paris (6 AM) with a stop in Niamey.

Day 16 Tuesday, October 11 - Connect in Paris on the way home.





The team enjoyed a delicious lunch cooked by Nasoma and heard about her experience growing her restaurant through access to microcredit.

THE EXPERIENCE



Team Member Volunteers met microcredit clients and their families and immersed themselves in the community, interacting with local children.



Team Members attended a microcredit center meeting, learned to batik and helped build a latrine for an elementary school.



FOOD

Team Members were treated to delicious Togoan food, from eating lunch at a microcredit client's restaurant to having traditional food made by the Alaffia staff. Team Members had the opportunity to learn about many of the staples of Togoan cuisine.



TRADITION

Togoan hospitality was evident everywhere the team visited. They were welcomed with traditional tribal dancing and music in each of the 6 remote villages visited. The team also had the opportunity to visit an expert craftsman in an iron working village in central Togo.



CULTURE

The team visited the Koutammakou UNESCO World Heritage Site, home to the Batammariba and their famous mud tower homes, some of which are a century old. The interior of massive baobab trees in this area were used for shelter, storage and protection by local tribes in years past.



WPF TOGO MICROCREDIT PARTNER

ENTREPRENEURS DU MONDE

98%

**FEMALE
CLIENTS**

\$71

**AVERAGE
1ST LOAN SIZE**

5,204

**ACTIVE BORROWERS
ADDED WITH WPF FUNDS
AS OF SEPTEMBER 2016**

95%

**REPAYMENT
RATE**

Information provided by Entrepreneurs du Monde's (EdM) Assilassimé Microfinance Institution

Entrepreneurs du Monde was launched in 1998 by Franck Renaudin who left the private sector in France to make a difference in grassroots economic development. Franck focused on increased access to pro-poor financial services and innovative social business ideas that can generate new sources of income in poor communities in the developing world.

The global program launched a microfinance institution in Cambodia called Chameroun (a WPF partner) which grew to be a major player in the social microfinance sector in the country serving over 48,000 clients, and now has programs in 5 countries in Africa, 4 countries in Asia and in Haiti.

EdM launched in Togo as part of its West Africa expansion in 2012 by creating a locally registered social microfinance organization called Assilassimé which would start up small groups of borrowers in partnership with associations of particularly vulnerable Togolese around the capital of Lomé, in particular those infected with HIV/AIDS, widows and those living with physical handicaps. This initial launch allowed the new organization to better understand the economic

challenges of the very poor before widening their net of clients in 2014 to poor Togolese in greater Lomé. Additionally, they are offering their business loan clients the ability to purchase solar lamps and improved efficient cookstoves on credit in conjunction with their business loans.

WPF is supporting Assilassimé in Togo with \$400,000 over 3 years during its efforts to scale following two years of good performance targeting the poorest in Lomé, largely through partnerships with social associations. The goal is to help Assilassimé reach over 6,000 new clients over three years.

EdM's Assilassimé program is not only scaling a strong loan program but also innovating within the social enterprise and ultra-poor sectors. The program could offer a new foundation for pro-poor business development in the country.

The FINANSOL Prize

Assilassimé has received the 2014 Prize of Solidarity Finance in the category of "entrepreneurship in developing countries". This prize, awarded by Finansol and French newspaper Le Monde, distinguishes projects with high social value-added environmental and development thanks to solidarity finance.



VISITING MICROENTREPRENEURS

Team Members learned about Entrepreneurs du Monde’s methodology and how they select and support their clientele. They also got to visit few microcredit clients at their businesses, such as Mama, who runs a small fruit and vegetable stand in a local market. The team learned how small loans can have a large impact helping clients create a sustainable business.



GROUP MEETINGS

Team Member volunteers learned how the repayment process works at monthly group meetings. They also experienced how the group dynamic is instrumental in the success of clients, especially those first starting out. These groups create a community of support where clients can discuss issues and receive training on several topics such as the importance of saving money or how diversification can lead to growth. While payments are being reconciled there is always time for fun and entertainment!



LEARNING ABOUT THEIR BUSINESSES

Volunteers met several clients with various businesses in order to better understand the diversity of microentrepreneurial activities. They visited newer clients as well as established ones like Nasoma, who grew her business into a small corner store and restaurant. Team Members enjoyed a delicious meal and learned of her plans to expand into a form of catering.



ALAFFIA IS A WHOLE FOODS MARKET SUPPLIER



Information provided by Alaffia:

Alaffia's success is not simply measured by profit. Our success is measured by empowerment. Empowerment Projects are Alaffia's mission in action, funded by the sales of Alaffia products. Alaffia invests in our communities because it is our moral responsibility and to ensure African resources empower African communities. The goal is to alleviate poverty and encourage gender equality. Our Empowerment Projects include several Education-Based Projects, Maternal Health, FGM Eradication, Eyeglasses and Reforestation. All of Alaffia's projects empower Togolese communities to provide their skills and knowledge to the rest of the world and rise out of poverty.

••• 4,142 BIRTHS FUNDED •••

Each year in West Africa, 160,000 women die due to complications with pregnancy and childbirth. Over her lifetime, an African woman has a 1 in 32 chance of dying in pregnancy or childbirth, compared to 1 in 2,400 in Europe (UNICEF, 2012). There are several reasons for the high maternal mortality rates in sub-Saharan Africa, including extreme poverty and inadequate infrastructure.

While the problem seems insurmountable, it is possible to save lives with basic health care and gender equality.

In 2006, we started our Maternal Health Project following the World Health Organization's recommendations for reducing maternal death rates. Our Maternal Health Project has two parts; The first is a direct approach to the immediate problem. Each year, we fund full pre- and post-delivery care, including special and urgent needs, to women in rural Togo. Alaffia product sales have paid for the births of 3,558 babies in rural Togolese communities through the Togo Health Clinic system.

The Alaffia Women's Clinic Project is the second part of our women's health efforts. In 2007, we began to partner with local Togolese health clinics to provide information and training on all women's health issues, including nutrition, preventing female genital mutilation, and much more. We believe saving mothers is a necessary step in reducing poverty. When a mother dies, her surviving children's nutrition & health suffer, and they are more likely to drop out of school, reducing their ability to rise out of poverty.



ALAFFIA IS A WHOLE FOODS MARKET SUPPLIER



Information provided by Alaffia:

Education and empowerment of young people:

- 7,100 BIKES DISTRIBUTED •••
- 23,700 SCHOOL SUPPLY RECIPIENTS •••
- 1,855 SCHOOL BENCHES BUILT •••
- 10 SCHOOLS CONSTRUCTED •••

The future of African communities depends on the education and empowerment of young people. If our youth are helped with the dilemmas they face, harsh poverty and lack of infrastructure, they will be empowered to lead their communities in the future. Since we founded our shea butter cooperative in 2003, we have provided school uniforms, books, and writing supplies to children in our Togolese communities to offset the financial burden these items have on poor families. We also donate desks and install new roofs on schools to make learning a more enjoyable experience. Since 2011, Alaffia product sales have funded the construction of ten schools throughout Togo and provided school supplies to 23,700 recipients. We now partner with retail stores to collect school supplies – if you would like to help collect pens and pencils for this project, please contact our office at 1-800-664-8005.

In rural areas of Togo, students walk up to 10 miles a day to attend school. There are no buses, and families cannot afford private transportation. As a result, school becomes very time consuming, and most students decide to quit school in order to fulfill their family obligations. In rural areas, less than 10% of high school-aged girls and only 16% of boys attend school (UNICEF). In 2004, Alaffia began collecting and sending used bicycles to Togolese students to encourage them to stay in and complete school. Now, with over 7,100 bicycles sent and distributed, we are seeing a real impact on exam scores and retention in rural schools. 95% of Bicycles For Education recipients graduate secondary school.

We collect used bicycles in and around our communities in Washington and Oregon, with the help of our retailers, volunteers, and Alaffia staff. All costs of this project - from collecting, repairing, and shipping bicycles, to customs duties, distribution costs, ongoing maintenance and follow-up - are paid for through the sales of Alaffia products. This project brings our communities in the US and Togo together. Bicycles that would otherwise be destined for the landfill are encouraging students in Togo to stay in school so they can lead our communities out of poverty.



ALAFFIA IS A WHOLE FOODS MARKET SUPPLIER



Information provided by Alaffia:

Reforestation:

... 53,125 TREES PLANTED ...

Deforestation and climate change have had a devastating impact on West African farming communities. Alaffia product sales have funded the planting of 53,125 trees by Togolese farmers to help mitigate erosion and improve food security for their families. We also conduct trainings to discourage the cutting of shea trees for firewood and charcoal to preserve this important indigenous resource for future generations. Through our Alternative Fuels Project, we investigate sustainable fuel alternatives, such as bio-gas and bio-oils, to reduce the demand for wood and charcoal.

Eyeglasses Project:

In Togo, it is extremely difficult for visually impaired people to obtain eyeglasses. An eye exam costs as much as one month's wage and a pair of eyeglasses can cost up to four months of wages. Alaffia collects used eyeglasses at retailer locations throughout the US and employs an optometrist in Togo to correctly fit and distribute the glasses. A pair of eyeglasses is life-changing for a child struggling in school, the elderly with failing vision, and adults who have never been able to see clearly. To date, Alaffia has collected and distributed over 14,200 pairs of glasses.



ALAFFIA IS A WHOLE FOODS MARKET SUPPLIER



Information provided by Alaffia:

As part of our Maternal Health Initiatives, Alaffia aims to educate women about the dangers of Female Genital Mutilation (FGM), or excision. FGM includes procedures that intentionally alter or cause injury to the female genital organs for non-medical reasons and is recognized internationally as a violation of the human rights of girls and women. The procedure can result in severe bleeding, infections, life-threatening complications in childbirth, and increased risk of newborn deaths. (World Health Organization)

Abidé Awesso, our Maternal Health & FGM Eradication Coordinator in the Bassar region of Togo, has been working with Alaffia since 2012. Hodalo Katakouna was one of Abidé's first patients and one of the first women to be supported as part of our Maternal Health and FGM Eradication project. Following, Abidé recounts Hodalo's story: “

I had just started in my position with Alaffia's Maternal Health Project, and was on one of my very first village field visits. I was headed to the health clinic in Tchatchaminadé, a small village along the rocky road from Bassar to Bafilo through the Chain du Togo mountain range. I was going to Tchatchaminadé for a meeting with village officials and maternal health participants on the adverse consequences of female genital mutilation.

While driving my motorcycle along the one lane path to the village, I saw a pregnant woman sitting on a rock writhing in

pain. I stopped to see what was wrong. She explained since the beginning of her pregnancy, she had not been feeling well. She had not been to see a doctor because she couldn't afford it, but seeing how her health was declining more and more each day, she decided that morning to go to the clinic in the nearby village. Sadly, she didn't even have someone to come with her, and after walking 5 miles, was too tired and ill to continue her journey. I decided to bring her with me on my motorcycle even though it would make me late to my meeting. We traveled to the Tchatchaminadé clinic together where she received medical attention and was able to rest.

After she rested and was feeling more comfortable, with the permission of the clinic's doctor, I examined her myself (I am a trained midwife). During my examination, I noted that Hodalo had undergone female genital mutilation as a child, and had a serious chronic pelvic infection as a result. Her infection was so advanced that it made me concerned for her pregnancy and even her life.

Hodalo's infection was so serious she required intravenous antibiotics. Because of this, and that we were worried for the health of the baby, she remained hospitalized for two weeks. Three months after Hodalo's hospitalization, she gave birth to a little girl. Thankfully, she had a complication-free birth, and I was able to deliver her child easily and safely. Afterwards, she presented the child to me as a sign of gratitude and said, “This child is ours now because without the help of Alaffia, neither myself nor this child would have survived. I will call her Alaffia.”

LEARNING AND EMPOWERMENT

Team Member Volunteers traveled to Togo to experience firsthand how both microcredit and socially conscious companies can work to empower those with the least amount of opportunity. What may seem like small donations can go a long way to help people living in poverty to change their own lives.



LEARN

Team Members spent a full day with Entrepreneurs du Monde learning about their microfinance programs, the process for selection, group dynamics and the impact of microloans.

They also also spent four days with Alaffia in order to understand how the creation of jobs empowers individuals to lift themselves out of extreme poverty. They learned about the numerous social programs that Alaffia has created related to health and education. Much of the time was spent in remote villages seeing the facilities that had been built, hearing from local villagers about the impact of the programs and participating in dances and celebrations.

CONTRIBUTE

The community service project was to assist in building a bathroom facility for a school of 90 plus students. The previous single facility was nothing more than charcoal on the ground and two bricks to stand on surrounded by bamboo for minimal privacy. The new structure would feature separate facilities for boys and girls along with a dedicated toilet for the adult teachers and staff. While the base had already been built TMs spent four days helping to build privacy walls, steps, the roof and the doors. As an added bonus Alaffia and the Team Members gave the school a fresh coat of paint both inside and out. The project ended with a village ceremony where the volunteers donated school supplies and sports equipment for the children to enjoy.

TEAM MEMBER VOLUNTEERS HELPED BUILD A LATRINE FOR AN ELEMENTARY SCHOOL



THE VOLUNTEERS REFURBISHED A SCHOOL GIVING IT A FRESH COAT OF PAINT



DEDICATION OF THE LATRINE





WHOLE FOODS MARKET TEAM MEMBER VOLUNTEERS VISIT THE ALAFFIA COMPOUND

Team Members traveled to Sokodé, Togo to learn about Alaffia, from the Shea butter that started it all to the numerous social programs that Alaffia has created to support many of the poorest villages. In the village they were welcomed with song and dance by the members of the Alaffia team. Here the team learned about the production of Shea and coconut butter and how Alaffia transforms them into everyday beauty and body care products.



Once the Shea nuts arrive at the Alaffia village, any bad ones are weeded out and then the remaining are washed and dried. The volunteers had the opportunity to learn first hand as they worked side by side with Alaffia team members washing and then mashing the nuts into a paste.



Over 400 Alaffia TMs work to transform the Shea nut into Shea butter, the oil from the nuts that is used to create the beauty and body care products. After being turned into a paste and heated, the butter is now ready for the last step in the process in Sokodé. Finally the butter is stirred to the perfect consistency before it is sealed and transported to the US to be turned into soap, shampoo, lotions and other products for distribution. This final touch and blessing is made by the elders who have been with Alaffia the longest.



Virgin coconut oil is also produced at the same facility in Sokodé. It is combined with the Shea butter and lye to create a different type of soap.



MATERNAL HEALTH

Team Members learned about Alaffia's maternal health program. Alaffia staff and volunteers organize trainings in extremely poor villages to promote healthy maternal practices and prevent female genital mutilation.



KOUNDOUM HEALTH CENTER

Volunteers visited the Koundoum Health Center and were welcomed with local tribes performing native dances. The center recently received electricity allowing for around the clock care and heard from a mother who was able to receive pre- and post- birth care at the new center.



QUEEN ALAFFIA

Team Members saw the detail that goes into crafting purses, head bands, and cosmetic bags at the Queen Alaffia compound. They tried their hand at batik, the process of producing designs on textiles by dyeing them. Each piece is handmade by women who fell prey to the sex trade in Togo. Queen Alaffia provides an alternative way for these women to make a living.



ALAFFIA BASKET WEAVING COOPERATIVE

The Alaffia basket coop recently went through a rigorous inspection and is now Certified Fair Trade by the Institute for Marketecology (IMO). The team got to see some of the 260 Alaffia basket weavers in action as they created unique and beautiful baskets and handbags.



VISITING SCHOOLS

The volunteers had the opportunity to visit schools that Alaffia built in part with proceeds from Good Soap, which is exclusively sold at Whole Foods Market. The first photo shows where children were taught before the school was built. Alaffia provided the structure and desks as well.



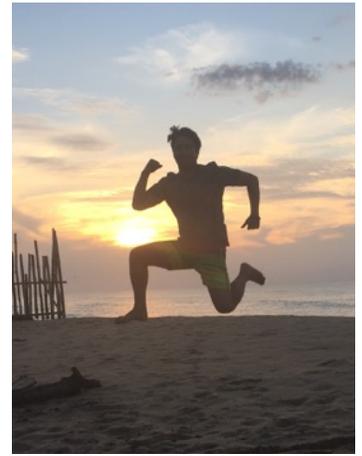
MEETING THE STUDENTS

Though school was not in session, many of the schoolchildren came out with their parents to meet the volunteers and there was even a little time for recreation. Team Members also learned about the bike program that Alaffia spearheads. Donated bikes are brought back from the US and distributed to children who oftentimes live more than 5 kilometers from school.



PAM

“Building the latrine for the school that did not have one previously was a learning experience and hard work. I just kept thinking about how great it will be for the kids to have, especially for teens and girls needing their privacy, separate bathrooms for the girls and boys.”



FRANCESCA

“Whole Foods Market Team Member Volunteer trips are an amazing opportunity to see the world, give back and learn more about the producers we partner with and what makes us so unique as a company..Love, Love, Love this program and would go every year if I was allowed to!!”



JOANNE

“Laughter: Playing go fish on a promised 2 hour van ride than turned into a more than 4 hour van ride to go see shea nuts being purchased in a remote village. We had 6 people born on 3 different continents with 4 different native languages all speaking their own version of English united in the simplest children's card game. I have never belly laughed so hard or so often as we tried to figure out if someone wanted an ace or an eight. After this program I feel that we have all left as family.

Olowondjo calls his employees his commandos and that they are. Madam Ladi has a presence that makes you feel comforted, but also ready to follow her every command. Alaffia staff do the impossible everyday; going into the most remote villages to help women who society forgot, and continuously strive to make the community prosper.”

One of my favorite memories was meeting the elders who turn the shea butter in to the final product. They told us they bless the butter and infuse joy into it as they feel joy while making it. Now whenever I use the soap I can feel their serenity coming through.”



BERMANN

“The biggest impact for me was to see how women’s lives are changing with no access to industrial power. They are working with their bare hands. At Entrepreneurs du Monde the smooth mechanism to lend and recover money was impressive. Whole Planet Foundation provides huge support to the clients. The whole trip had a positive impact on me.”

ALEJANDRA

“The most impactful for me was meeting the locals, and to get to learn a bit about their day to day lives. I had emotional moments as the quality of life in Togo is completely different to my life. It made me more conscious of what really matters in life, and how meaningful any help is that we can give. Nothing is little when is given from the heart..”

BRITNI

“ We got to talk to Entrepreneurs du Monde (EdM) about how their program works and then went into the field. We got to meet three recipients at their "activities" and see just how much of a difference their loans made. Assilassimé requires group meetings to help train and support their clients. We attended a meeting of the group Gloria. We saw their formalities and training on saving. Seeing how positive the whole meeting was really drove home how important this opportunity is for them. A small amount of money is improving the lives of these people and their families. EdM has really found a wonderful formula.”



JASON

“The Team Member Volunteer Program is important to me because it embodies Whole Foods Market’s mission of social responsibility which is the main reason I wanted to join the Whole Foods Market team. It helps fulfill one of our core values; to serve and support our local and global communities. Our trip to Togo has inspired me to seek out opportunities to serve those who might not have a voice or the same opportunities I've been afforded. The strength, work ethic and dedication of the Alaffia team in helping the most underserved communities is inspirational.”

2016 TOGO WFM TMVP IMPACT

7 TEAM MEMBERS
TRAVELED TO TOGO

37 MICROCREDIT
CLIENTS MET

LATRINES
CONSTRUCTED
AT A LOCAL SCHOOL
SERVING 90
STUDENTS

1 ELEMENTARY
SCHOOL
REFURBISHED

6 REMOTE VILLAGES
VISITED

5 SOCIAL INITIATIVES
EXPLORED



Starting new baskets