



ST. JOHN'S
UNIVERSITY

THE PETER J. TOBIN
COLLEGE OF BUSINESS

May 2021

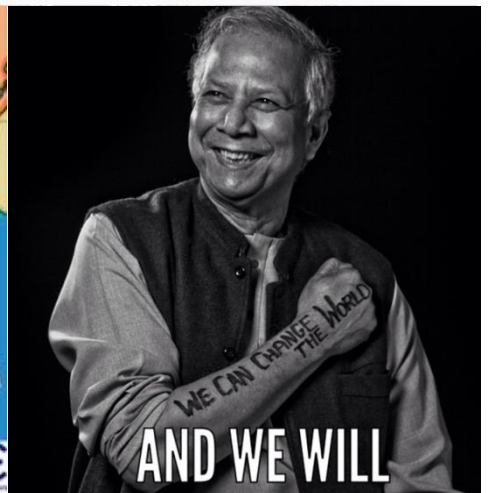
The

GLOBE

Global Loan Opportunities for Budding Entrepreneurs

Gazette

Our community is honoring the effort of everyone involved in GLOBE through #ThePowerOfOne



GLOBE Managers

Spring 2021



Enterprise Development and Impact Audits Team:

Juliana Gallo*, Grace Musser,
Roshni Shukla, Weiying Zhang

Finance, Budgets and Risk Assessment Team:

Sarah Cullivan, Frank D'Elia*,
Denny Feng, Sephia Philip

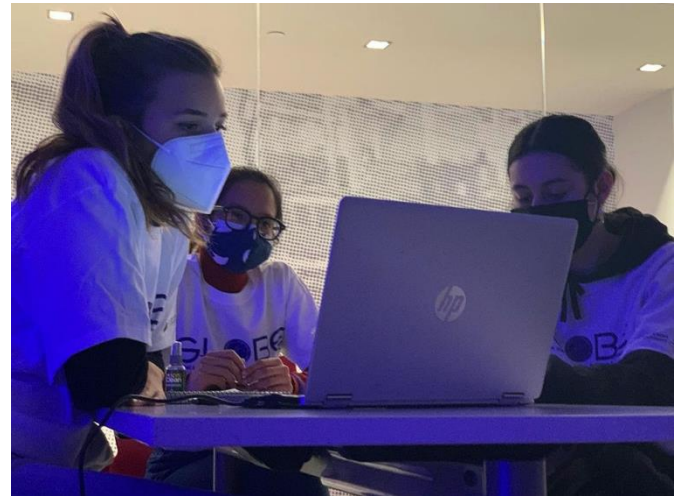
Marketing and Fundraising Team:

Jacklyn Hadzicki*, Arianna Pappone,
Harmonia Peet, Sadhabi Thapa

Technology and Communications Team:

Christian Eginton, Darren Maraj*,
Rebecca Moroukian, Bryanna Smith

* Denotes Team Liaisons



Enterprise Development & Program Impact Audits Team

Internal Audit Goals

- Conduct three audits throughout the semester on a rotating basis of team members
- Maintain consistent, open contact with other teams to facilitate collaboration
- Record weekly progress and accomplishments that lead to the creation of transition documents

External Audit Goals

- Establish consistent, direct contact with 2 former GLOBE borrowers to get feedback
- Build a connection with one Daughter of Charity to evaluate areas for improvement
- Revise post loan survey to encourage borrowers to send the survey back

Enterprise Development Goals

- Identify borrowers' needs in order to propose resolutions
- Create tools that focus on social business values and practices to increase borrowers' financial literacy

Finance, Budgets and Risk Assessment Team

Finance and Risk Goals

- Establish a definitive time frame of three weeks between receiving each loan and presenting the recommendation to the GLOBE Steering Committee for a vote
- Collaborate with the Daughters of Charity to receive one loan application from Madagascar
- Analyze data in Borrower Update Spreadsheet to determine patterns in defaulted loans
- Establish interest rate guidelines for new borrowers who will be considered for an interest-free loan, or a loan with reduced interest rate

Marketing and Fundraising Team

Marketing/Awareness Goal:

- Organize a virtual GLOBE Game Night for mid-April
- Design selected GLOBE Cultural Brochures as appreciation gifts for donors and as ongoing informational brochures
- Increase social media engagement by organizing a BLUESDAY Give Away
- Work with IT to develop program and impact content for a GLOBE Website

Fundraising Goals:

- **GiveCampus Campaign:** \$2,000
- **Promotional Items:** \$350
- **Total Goal:** \$2,350

Technology and Communications Team

Promotion Goals:

- Identify GLOBE Target Audiences to post specific content on the right social platform
- Create Website to include information about GLOBE students, borrowers, alumni, and events
- Create video for GiveCampus Campaign and upload on all social media platforms

Social Media Goals:

- **Facebook:** Connect with 2-3 former GLOBE borrowers
- **Instagram:** Connect with other organizations on campus and gain 100 followers; maintain at least 50 profile visits
- **LinkedIn:** Connect with 30 additional GLOBE alumni



\$3,699

Donated

69

Donors

184% of \$2,000 goal

GiveCampus: #PowerOfOne

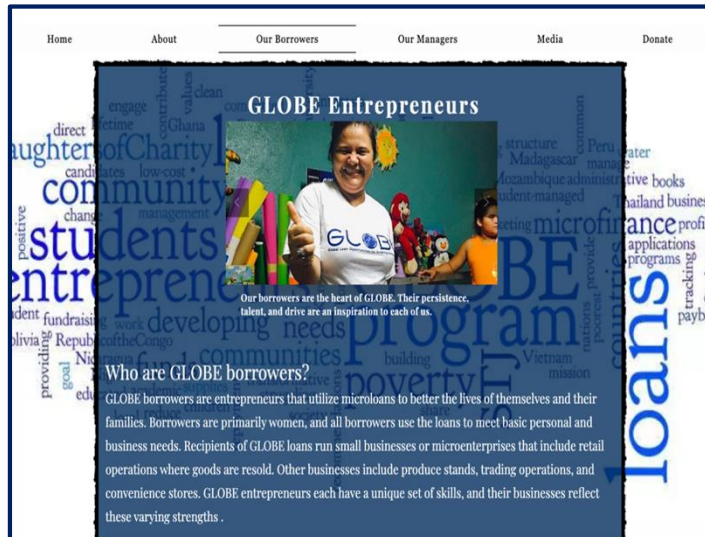
This semester, GLOBE Managers organized the program's 12th GiveCampus fundraising campaign. They decided on the theme *#PowerOfOne* to commemorate the effort that every single entrepreneur, every community, every loan, every student, every idea, and every donor has made to help GLOBE grow. The campaign focused on the story of Olive, one of the Filipino borrowers from GLOBE, and promoted the campaign with a powerful video that demonstrates the *Power of One*.

The Campaign runs through the Final Presentations on Tuesday, May 11th with the hopes of encouraging more donations at the event. The campaign target of \$2000 was achieved in 9 days, and we now hope to double that goal. It welcomed 65+ donors, and 600+ clicks on the campaign link.

GLOBE Website & Podcast

This semester, GLOBE managers created an interactive website. This site will serve as a platform for cohorts to continually update with projects, initiatives, and information. This website was created on WIX and features borrower highlights, GLOBE stories, and media.

GLOBE podcasts were also initiated. Here, managers invited Dr. Sama as well as a former manager as guest speakers to talk about GLOBE and its impact on the speakers' and others' lives. This initiative helps listeners understand the motive, mission, and message of GLOBE.

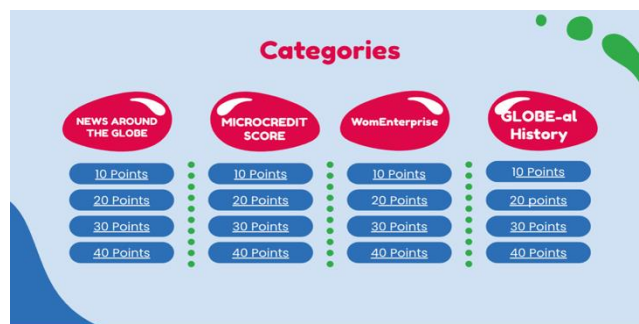


First GLOBE Game Night

This initiative, organized by GLOBE managers, aimed to bring together the GLOBE community in a socially distanced format. Fun was had by all, with featured games such as GLOBE jeopardy, Kahoot, and the crowd favorite, skribbl.io.



34 current and former managers came together and competed for a grand prize. The event drew in former managers from as far back as 2010 and allowed them to see how much the program has grown since their time as GLOBE managers. These former managers shared how GLOBE has impacted their life choices and careers. Since the event was cost-free, this allowed for all money raised this semester to go directly to our borrowers. This goes to show that even in a global pandemic, GLOBE has a strong sense of community and overcomes adversity with flying colors.



Meet Our Borrowers from Guatemala and Vietnam!

We received *two new loan applications* this semester from borrowers in 2 countries.
See their stories below!



José Valentin Coroy Zelada is 68 years old and a first-time borrower from Guatemala, requesting a loan of \$389 to repair the vehicle he uses in his business to transport construction material. This loan will allow him to make necessary repairs in order for his business to continue as normal.

The Daughter confirmed to us that this is the sole vehicle he uses for his business and since it is currently not operational, this loan will be essential in helping him continue his work. She maintains her faith in Jose's ability to pay back the loan, and her conviction that this loan is needed for him to sustain an income for his family.



Y Quynh is 20 years old and a first-time borrower from Vietnam. She is requesting \$783 to purchase a new motorbike.

The motorbike will provide Y Quynh with a quicker and more reliable method of transportation for her commute between school and work. Y Quynh currently uses public transportation as her means of travel. However, the long-distance between her school and work combined with the transportation service requires additional travel time which consumes a large portion of her day. With the motorbike, she can consistently arrive at school and work on time, and safely, allowing her to support her family and further her education.

Both loans were approved and will help our borrowers support their families, communities, and themselves!

Alumni Corner

Emily Inzero

GLOBE Manager

Spring 2019

GLOBE Fellow

May 2019



Suppose you have been a subscriber to this newsletter for many semesters. In that case, you know that GLOBE gives incredible opportunities for learning about social entrepreneurship and micro-finance, getting outside your comfort zone, and growing in the business world as you collaborate with others.

In this process, an extraordinary lens develops.

This is a lens every GLOBE Manager has the opportunity to look through for the rest of their lives.

I didn't realize that I had this until after I graduated from college.

My GLOBE experience was nothing less than incredible because I got to see first-hand the work we were doing in the classroom and how it translated to the outside world. In the summer of 2019, I traveled to Guatemala with Dr. Sama and three other students. We met with the Daughters and borrowers, and for those ten days, they let us be a part of their community. We ate with them, played with the children, and learned about the work done every day. When I stood on top of houses buried in volcanic ash -- the destroyed dwellings our borrowers came from -- I never looked at the world the same way again.

Two years later, and this wonderful experience still feels like yesterday. Whether a GLOBE manager who traveled 1,600 miles away or who spent their time in Tobin, this particular class gives the gift of a lens. No matter what job or endeavor I pursue, I can think back to microfinance and social entrepreneurship and evaluate my experience through this lens.

I'm now in marketing and advertising, where I constantly ask myself: how can advertising be more socially conscious? How can national brands have a positive footprint of lifting people economically, which then changes education, health, and more? Are there opportunities to loop underdeveloped countries into the production supply chain? We see that it can be done -- Fair Trade, REI, and other brands are getting there -- but we are just scratching the surface.

I am also thinking about how things like virtual reality, cryptocurrency, and the decreasing prices of technology equipment have the power to unite developing nations and first-world countries. If done correctly, there is immense opportunity to raise developing nations while preserving their rich culture and communities.

My mindset is in this place because of GLOBE.

Over 400 GLOBE managers came before me, and there will be 400+ GLOBE managers who will follow. By taking this course, we all have the gift of the GLOBE lens. We can apply this lens to whichever field we go into after we graduate---finance, policy, insurance, computer science, risk management, public relations...anything!!

When all the facts and historical events we had to memorize in college fade away, the GLOBE lens is something we can keep with us for the rest of our lives.

This is why I will always be a supporter of GLOBE. The managers work hard to make every semester more successful than the last one. The GLOBE classroom is a place for collaboration, learning, creating friendships, and developing a unique lens that a manager might not realize they have until after they graduate.

**THANK YOU always for your
continuous support of GLOBE!**



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