



ST. JOHN'S
UNIVERSITY

THE PETER J. TOBIN
COLLEGE OF BUSINESS

December 2019

The

GLOBE

Global Loan Opportunities for Budding Entrepreneurs

Gazette

Celebrating a new country of operation: Guatemala!



GLOBE Managers Fall 2019



Enterprise Development and Impact Audits Team:

Anoosha Hamid, Vanessa LaCascia*, Michael Perez, Bipan Sarker

Finance, Budgets and Risk Assessment Team:

Kinga Kruszewska, Brandon Mahabir, Jennifer Medna, Brandon Singh, Christian Rega*

Marketing and Fundraising Team:

Zachary Goslin, Mark LaVilla, Abby Leadbetter*, Melina Zanfardino

Technology and Communications Team:

Abigail LoManto, Ariel Laura Metayer, Diamond Powell, Juliana Vosilla*

* Denotes Team Liaisons

GLOBE Student Fellows Trip to Guatemala



GLOBE Fellows Esther Alaran, Dylan Hawxhurst, Emily Inzero, and Leslie Palomares joined Dr. Sama to travel to Guatemala from May 22-25, 2019. While in Guatemala, they visited San Miguel, a town where the Volcano of Fire had erupted a year before, leaving many displaced from their homes and suffering the loss of loved ones. They had the opportunity to meet survivors who were living in nearby housing subsidized by the Daughters of Charity and talk with them about their experiences, as well as meet the local Daughters of Charity and learn more about the work that they do there.

GLOBE Fellows also had the opportunity to visit multiple NGO's, including Common Hope and Pueblo a Pueblo, two organizations dedicated to providing services for a holistic education, such as social services, healthcare, and community gardens. They then traveled to Lake Atitlán to visit the Maya Traditions Foundation and Cojolya, organizations focused on highlighting the work of local Mayan artisans. A visit with De La Gente offered insights into coffee farming, and culminated with lunch at the home of a local grower's family.

The highlight of the **GLOBE** Fellows trip was the opportunity the Fellows and Dr. Sama had to meet prospective borrowers and talk with them about their business aspirations. By the time the trip was over, they had collected six new loan applications from women they had met during their time in Guatemala!

Enterprise Development & Program Impact Audits Team

Internal Audit Goals

- Audit all **GLOBE** teams based on their semester objectives each month for a total of 3 audits
- As part of the Internal Audit, ask teams for their tiered objectives, that is, what do you wish to accomplish in one month, two months or by the end of the semester

External Audit Goals

- Revisit pre- and post-loan audit questions with a view to improving them so that we would be better informed about our borrowers' businesses
- Recommend changes based on research on measuring impact
- Institute approved changes; send new forms to the field

Enterprise Development Goals

- Create templates for financial reporting from borrowers before/after a **GLOBE** loan, along with rudimentary accounting "cheat sheet"
- Suggest budgeting guidelines for applicants based on unique factors with each country where **GLOBE** operates
- Offer advice to borrowers to help them diversify their businesses, so that there are not too many businesses of the same type in one area, through targeted research. Start a plan for advising borrowers in at least one region by the end of November.

Finance, Budgets and Risk Assessment Team

Finance and Risk Assessment Goals

- Create an expedited process for loan application review to improve upon turnaround times
- Revise the Loan Application Template to generate more useful borrower information
- Revise the Risk Assessment Model Chart to make it more "user-friendly"
- Complete review of our first round of 12 Guatemala loans, followed by 4 Vietnam loans
- Review any other incoming loan applications with an expected 3-week turnaround
- Review the Borrower Update Spreadsheet to identify potential sources of risk not yet included in the Risk Assessment Model, and to identify potential "write-offs" for the Steering Committee

Marketing & Fundraising Team

Marketing/Awareness Goals:

- **Donor "Thank You" Campaign:** Send out a thank you letter to major donors and supporters highlighting **GLOBE** success stories, and create a **GLOBE** Calendar to send with the "Thank You"
- Provide content for selected social media postings/flyers to IT that promote marketing events

Fundraising Goals:

- **Organize several events/campaigns with specific fund raising goals:**
 - **Treat for Change/ Bake Sale:** \$600
 - **Fast Food (BurgerIM) Fundraiser:** \$500
 - **Final Presentations Raffle:** \$400
 - **Final Care Package Sale:** \$350
 - **GiveCampus/QuadWrangle Campaigns:** \$1650
- **Total Fundraising Goal:** \$3,500

Technology & Communications Team

Promotion Goals:

- Partner with clubs on campus (Her Campus, Women on Wall St., Global Development)
- #GrowingWith**GLOBE**: Campaign for Give Campus and Quadrangle (GiveCampus to run in November) including creation of Campaign logo

Social Media Goals:

- **All Platforms:** Increase engagement and create a weekly social media posting schedule (utilizing Hootsuite) and screenshot analytics every Tuesday
- **Facebook:** Run at least 4 Facebook ads during the semester – at least one per month working with Alina Rizvi (former **GLOBE** GA at Facebook) to submit content
- **Instagram:** Reorganize Instagram highlights, revamp the Instagram feed, advertise fundraisers on @stjohnsnow or @stjohnsu Instagram stories, Weekly IGTV or story
- **Twitter:** Connect Instagram and Facebook posts
- **YouTube:** Capture a few seconds of every **GLOBE** related class/event to showcase the life of a **GLOBE** manager in a video compilation to be posted at the end of the semester

GLOBE GiveCampus

#GrowingWithGLOBE Campaign



This semester, **GLOBE** Managers organized the program's 10th GiveCampus crowd funding campaign and 1st QuadWrangle campaign, with the hashtag **#GrowingWithGLOBE** and a combined goal of raising \$1,650. This hashtag for the campaign focuses on **GLOBE's** newest country of operation, Guatemala, and our 13 newly approved borrowers there. The Student Managers are focused on highlighting not only the growth of the **GLOBE** program's operations, but also the growth of the program itself, as it celebrates winding down our 11th year of operation. **GLOBE** thanks its supporters who are all a part of a dedicated community seeking to change lives, one loan at a time.

The campaign is set to run through the Final Presentations on Tuesday, December 10, with the hopes of meeting and exceeding its set fundraising goal. All funds raised go toward making loans for our borrowers in impoverished communities, and supporting student field work, such as the **GLOBE** Fellows trip. Please consider giving using the QR code below!



Annual Treat for Change and Halloween Bake Sale



This year's Treat for Change and Halloween Bake Sale event was a success as **GLOBE** managers prepared baked goods and candy to sell to their fellow students, faculty and staff. The event raised \$501.72!

GLOBE's BurgerIM Fundraiser



This semester, **GLOBE** Managers held a fast food fundraiser on campus. With the help of BurgerIM, a local burger restaurant, students were able to sell sliders in the lobby of the Tobin College of Business. All **GLOBE** Managers participated and earned a profit of \$218 at this successful event.

Meet Some of Our New Borrowers from Guatemala and Vietnam!



Alma Maribel Perez Monterroso	Anabella Quintanilla Grajeda	Allison Rodriguez
\$600	\$300	\$644
To develop a website so she can market her travel agency and subsidize her current advertising costs	To be able to expand the product offerings at her hair salon, “Evoluton”, and to invest in promotions	To expand her currently mobile baked goods business and open a bakery



H'Grai Bidap	Y Trang	Nguyen Thanh Danh	Thi Muoi
\$995	\$310	\$952	\$251
To purchase a motorbike to get between her two jobs	To purchase a laptop to take English classes and develop new skills to change careers	To purchase a new motorbike, replacing an old, unreliable one, to be able to travel long distances to work	To build a fishing pond on her family property for additional income

We are so happy to welcome 17 new borrowers to the GLOBE community!

Alumni Corner

Fariha Kazi

GLOBE Manager
Spring 2019



GLOBE has had a huge impact on my life as a student as well as on my career outside of St. John's. During my time as a **GLOBE** manager, I was a member of the Technology and Communications team. Raising money for **GLOBE** was one of the challenges that we faced as a class, and my team and I believed that through social media we could get the word out and have more people educated about, and inspired by **GLOBE**. This led us to contemplate that there are a million websites and links where people can donate to other not-for-profits, and to challenge ourselves as to what would motivate donors to choose **GLOBE**. This was when we realized how impactful our purpose is, and that in communicating it, we would garner support. This is why the power of social media is always important. Raising money for any cause is hard at first and will always be an ongoing journey, but as a team it was our job to educate people about **GLOBE** and have them be interested in our journey as an organization as well.

Through **GLOBE**, I learned how to work with a team and that communication is a huge factor in the success of a team. **GLOBE** gave me the opportunity to not only better other people's lives, but also to better myself for the future. I often reflected on how Grameen Bank did more than just micro-credit and how Muhammad Yunus wanted to provide for the community to create more jobs as well. This was an important aspect to consider because of how we can create more job opportunities through our microloans and other efforts, such the

types of educational opportunities offered by our enterprise development efforts. Muhammad Yunus has created more opportunities for villages that I hope to see **GLOBE** emulate even further in the future.

Personally, I am very proud to be a part of the **GLOBE** community and still have people ask me questions about the class and projects I got to work on. It is very humbling to know that the entire network of past **GLOBE** managers has an unmatched dedication to the mission of giving opportunities to entrepreneurs in need. Since my father is from Bangladesh, he has worked hard to give the best education that he could provide and eventually I want to make that happen for women in Bangladesh. Through this program, I've learned the ropes of micro-lending and working within different countries and communities, seeing how budding entrepreneurs who live in poverty are working to ease themselves out of poverty, and how they are developing their own business plans in different languages, cultures and societies.

There are so many issues to tackle in our world today, and **GLOBE**'s focus on poverty alleviation -- which is the first UN Sustainable Development Goal (SDG) -- is an important one to address by the student managers. I will take the lessons I learned here and carry them with me as a professional, always remembering the positive effects that business can have on society.

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

@tcbGLOBE



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