



ST. JOHN'S  
UNIVERSITY

THE PETER J. TOBIN  
COLLEGE OF BUSINESS

May 2014

# The GLOBE

Global Loan Opportunities for Budding Entrepreneurs

## Gazette

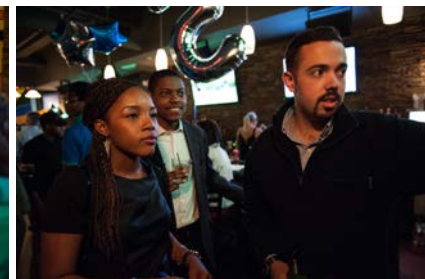
### 3<sup>rd</sup> Annual Mixer celebrates GLOBE's 5<sup>th</sup> Year Anniversary

By: Anastasia Zavgorodni, GLOBE G.A.

The annually held "Friends of GLOBE" Mixer was once again a huge success and effectively commemorated the 5<sup>th</sup> year anniversary of the student-led, microfinance program. Nine out of eleven semesters of GLOBE Managers, both former and current, were in attendance as well as numerous St. John's faculty and GLOBE supporters.

Since the program's inception in the fall of 2009, GLOBE has boasted 221 graduates. The program currently actively operates in five countries, sprawling across three continents. Additionally, 48 loans have been approved and provided to 76 different entrepreneurs in order to facilitate the growth of their businesses, from crop farming to Internet vending.

The community of supporters that GLOBE has built accurately speaks to how powerful program is for its graduates, borrowers, and donors. With 5 successful years down, it still continues to grow and impact all who come in touch with it.



# GLOBE Managers Spring 2014



## Enterprise Development and Program Impact Audits:

Kailah Cotton, Edmund Inorkpor, Tianran Long, Fabian Mendoza\*, Daren Workeman

## Finance, Budgets and Risk Assessment:

Radha Byagari, Joseph Miller, Nam Phan, Anna Ren\*, Noelle Taddeo

## Technology and Communications:

Yemisi Aribio, Emma Lara, Lin Yue Wang\*, Hannah Wang

## Marketing and Fund Raising:

Berenice Bryant\*, Kaela Landon, Kevin Moniquette, Raquel Paul, Seema Rani

\* Indicates Team Liaison

## Bake Sale 3/13/14



## Enterprise Development & Program Impact Audits Team

### Updates & Goals

#### Expansion

We are researching the viability of adding two new countries to our borrower portfolio. By doing extensive qualitative and quantitative research on Honduras and Ghana, we are creating a guide for future managers to use when forming new relationships with the Daughters of Charity in those locations. These countries were selected because they are home to two international students on the Enterprise Development Team.

#### Design Training Modules

By creating a series of complete training modules, we wish to provide borrowers with the necessary tools to remain sustainable as successful business entrepreneurs as well as aid them in becoming more resourceful and health conscious at all times. We are working on creating health placards for the GLOBE Fellows to distribute to our borrowers during their upcoming trip to Nicaragua this summer. The information incorporated on the placards is separated into three main categories: hygiene (with a focus on feminine hygiene), family planning, and disease prevention. We are in the process of contacting the Catholic Medical Mission Board to assist us with creating health and safety care packages, which will be distributed to the borrowers after they have been educated on the material.

#### External Auditing

We have modified the pre-loan and post-loan surveys created by last semester's managers. We have not been able to distribute them to borrowers; however, we hope to conduct the survey through the Fellows trip to Nicaragua in May 2014.



## Internal Auditing

We have been maintaining internal audits for all managing teams through survey forms created on Google Drive's operating system. After creating a series of questions based on each team's initial goals and objectives, we have added a quantitative scale for team liaisons to collectively rate their progress. Upon completion of the first round of bi-weekly auditing, reports were distributed to each team, with comments for improvement or notifications of primary areas to focus on before the next audit.

## Finance, Budgets & Risk Assessment Team

### Updates & Goals

#### Evaluation of New Applicants

We have received 4 new loan applications this semester, and after much consideration, all were approved. Le Thi Quynh Nhu has been awarded \$238 to open an Internet perfume shop. Bui Ngoc Hung has been granted \$900 to repair his lorry. Nguyen T. Huyen Tran's been approved for \$950 to buy a scooter to make transportation to work easier. Lastly, Pham Thi Men will receive \$81 to expand her vegetable vending business.

#### Communication with Field Partners

We have established ongoing communication with our field partner, Sister Pascale, and she has been effectively providing us with additional information about our potential borrowers in Vietnam. Also, she has assisted in reconciling the [GLOBE](#) funds account in Vietnam and clarifying the current budget.

#### Loan-Approval Process

Our team has updated the loan application form based on discussions from the meeting with the Steering Committee. We are now in the process of establishing guidelines and criteria for the assessment process. The efforts are to help future [GLOBE](#) Managers on the Finance Team to make more standardized and comprehensive loan recommendations.

## GLOBE Managers in Class 2/11/14



#### Budget and Loan-Tracking System

One of our responsibilities is to track the program's expenses and revenues. We track loan repayments from previous borrowers, create a system that automatically flags past due loans, and effectively communicate with other teams to keep everyone updated about the loans.

#### SWOT Analysis in Vietnam

We have also analyzed the situation in Vietnam and how it affects [GLOBE](#). After taking a close look at the SWOT analysis, we realized that Vietnam is a growing market for microfinance programs and [GLOBE](#) has thus far been making positive impacts on the lives of local borrowers there.

## Marketing & Fund Raising Team

### Updates & Goals

#### Raise \$3,250

We have set an ambitious fundraising goal for the semester. In order to raise these funds we decided to host 5 fundraising events. These include two bake sales- one was held for St. Patrick's Day and one to commemorate Easter. We also hosted two creative events, one being the annual [GLOBE](#) Mixer. Lastly, we will have a 50/50 raffle at our final presentation.

## Bake Sale 4/14/14



### Anniversary Marketing Campaign

This year is **GLOBE**'s 5<sup>th</sup> year on campus. In order to celebrate this tremendous accomplishment, we focused on the 5<sup>th</sup> year anniversary in our promotions by designing a new logo emphasizing this. We also created eye-catching flyers to continue promoting **GLOBE** to the St. John's student body at our events and via social media. Our campaign encompassed three parts: collaborating with other organizations, seeking their potential philanthropic support, and posting advertisements around campus.

### Host Annual Mixer

We reserved the Hudson Station for April 11<sup>th</sup> to host a 5-year Anniversary Mixer. We had over 100 people in attendance, with nearly every semester of **GLOBE** Managers represented. We made strides toward our fundraising goal through selling raffle tickets and promotional items.

### New Promotional Item

With the help of **GLOBE**'s Graduate Assistant, we successfully created and obtained a new promotional item. We ordered 50 2GB flash drives with the **GLOBE** logo printed on them and we believe this is the most unique and valuable promotional item yet.



## Technology & Communications Team

### Updates & Goals

#### Information Transfer

We implemented a central information system via Google Drive. We found that communicating and distributing documents through email was cumbersome since it becomes hard to track. In implementing a cloud information system, we aimed to meet two criteria- transferability and user-friendliness.

#### Social Media Awareness

Each of the team members has been posting individually on different media sites to engage our audiences as well as to increase followers. The content includes current events and upcoming events that are organized by the **GLOBE** Managers, quotes from microfinance-related readings, inspirational pictures, and class photos. Our followers on social media are slowly increasing. We are also looking into the donation option on Facebook, and seeking internal approval to help us find additional potential donors. Our goal is to engage with people on a broader scale and increase **GLOBE**'s influence.

#### Build School Spirit

In an effort to maintain an effective presence on social media and remain in the minds of our followers, we are actively posting about upcoming events and promotions. After our first bake sale, we posted many pictures of fellow students, professors, and **GLOBE** Managers who stopped by and purchased a tasty treat. We also supported other organizations on campus by "liking" and commenting on their SJU social media accounts. All of this is done in an effort to build a relationship with **GLOBE** and other SJU alumni.



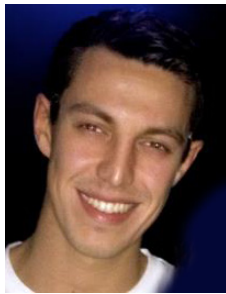
# GLOBE Throughout the Years





## ALUMNI CORNER

**Axel Folz**  
**GLOBE Manager Spring 2011**



Reality was beginning to set in as I entered my junior year at St. John's University. It was a time of mixed emotions to say the least, from excitement to anxiousness, but I didn't feel fulfilled from my college experience, yet. I would often ask myself what I had to offer that would differentiate myself from the rest of my peers. I was inundated with work, but I didn't feel that it had real world applications or would benefit me in the future. Once I joined **GLOBE**, I began to enjoy my college experience to the degree I had hoped. The projects that we worked on applied to work outside of college. Not just that, I felt more accomplished because there were real people being affected in positive ways. I can say that because of **GLOBE** my career in the business world and my overall outlook on life were affected for the better. Having joined early on in this tremendous course, we had an opportunity to be creative when reaching out to budding entrepreneurs. Working in the busy world of Manhattan, I have been able to take these skills and apply them to major endeavors, which have accelerated my career path. I would recommend this course to anyone; it's a unique and rewarding opportunity that few universities in the country offer.

### **MFCNY Event Outing 2/25/14**



For further information on current events and activities of **GLOBE**, please follow us on our social media sites or visit us @ [www.stjohns.edu/globe](http://www.stjohns.edu/globe)

## UN Interfaith Harmony Week 2/12/14



### **Microfinance hits Hollywood**

**By: Raquel Paul, Marketing and Fund Raising Team**

**GLOBE** is not the only program taking on microfinance. Oscar-winning actor Matt Damon co-founded Water.org, a non-profit to raise awareness of the water and sanitation problem in communities within Africa, South Asia, and Central America. In hopes of involving the communities in which they work, they invested in a WaterCredit program. This is "the first program of its kind that puts microfinance tools to work in the water, sanitation and hygiene sector. By connecting financial institutions to communities in developing countries in need of clean water and toilets, small loans are then made to individuals and households. As loans are repaid, they can be redeployed to additional people in need of safe water, reducing the need for subsidies, which can then be freed up to help those who need it most" (Water.org). WaterCredit has provided 253,227 loans totaling \$47 million, which have benefited more than 1.2 million people with a loan repayment rate of 99%. Additionally, as microfinance is extremely empowering to women, more than 93% of WaterCredit borrowers are women. Benefits include: safe water and sanitation, improved health, and the development of water-based enterprises. Recently, Matt Damon has been trying to draw more awareness to this important issue. Thus, he enlisted Bono, Richard Branson, and Olivia Wilde in an advertisement entitled, "Toilet Strike", which protests the lack of access to safe water and adequate sanitation. Obviously, there's a long way to go, but microfinance programs like **GLOBE** and Water.org are on the right track.

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

