

The

May 2022



Global Loan Opportunities for Budding Entrepreneurs

Gazette

***Honoring Female Empowerment
in the GLOBE Community:
Women of GLOBE!***



GLOBE Managers

Spring 2022



Enterprise Development and Program Impact Audits Team:

Grace Bagdon, Eryn Banton,
Nahndi Chiumya, Tiffany Dominic, Hajra Ilyas*

Finance and Risk Assessment Team:

Juan Arrieta, Alana Cooper,
Gianna Flora*, Evan Naumann, Caroline O'Hara

Marketing and Fundraising Team:

Abbey Ahamed, Caitlin D'Amico,
Angel Morinigo*, Brian Zheng

Technology and Communications Team:

Anthony Evangelou, Amira Hassan,
Lauren Huseman, McKenzie Jennette, Emily Miller*

* Denotes Team Liaisons



Enterprise Development and Program Impact Audits Team

Internal Audit Goals

- Conduct three audits on each **GLOBE** team based on their quantifiable objectives at the start of each month and provide feedback
- Maintain consistent and transparent contact with other teams to facilitate collaboration

External Audit Goals

- Review and update pre-loan and post-loan surveys and seek to investigate the impact of COVID-19 on borrowers
- Examine ways **GLOBE** can keep in contact with loan borrowers beyond the semester and help promote business success, and present an implementation plan

Enterprise Development Goals

- Develop a brochure to be distributed to the Daughters of Charity describing how financial literacy can assist with the health epidemic in Vietnam and Central America
- Conduct research on NGOs relevant to **GLOBE** and submit an action plan to Dr. Sama
- Determine an effective use of **GLOBE** funds in the form of a possible grant system that will be presented to the Steering Committee

Finance and Risk Assessment Team

Finance and Risk Goals

- Urge demand for **GLOBE** loans by creating and sharing a testimonial video to encourage prospective borrowers
- Create a concrete step-by-step procedure to finish the loan recommendation process in 3-4 weeks that can be used by future managers
- Update the macro-environmental Risk Assessment Model by adding specific indicators

- Add a COVID impact variable to the Risk Assessment Model
- Improve the loan application document with additional questions for the Daughter of Charity
- Make a tracking sheet of donations for **GLOBE** and analyze trends for future marketing use

Marketing and Fundraising Team

Marketing/Awareness Goals:

- Publish an article in the on-campus paper incorporating interviews from the field
 - Create interview questions to be sent to the field
 - Publish during GiveCampus Campaign

Fundraising Goals:

- **Bake Sale:** \$300
- **Colors of the **GLOBE** Event:** \$450
- **GiveCampus Campaign:** \$2,000
- **Raffle:** \$200
- **Total Goal:** \$3,050

Technology and Communications Team

Promotional Goals:

- Expand upon the WIX website created by Spring 2021 Managers
- Create GiveCampus Campaign video and publish to all social media platforms

Social Media Goals:

- **TikTok:** Create 5 TikTok videos; Reach 100 views per video
- **Facebook:** Post 2 times per week; Reach 75 people per post
- **Instagram:** Post at least 2 times per week; Reach 1,100 followers; Host 2 IG Lives
- **LinkedIn:** Gain 1,400 connections; Post and repost 1 time per week
- **Twitter:** Tweet/Retweet 2 times per week; Reach 500 followers



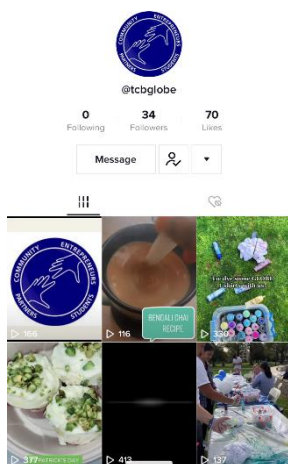
GiveCampus: Women of GLOBE!

This semester, **GLOBE** Managers organized a fundraising campaign using a giving page on GiveCampus, a platform for university fundraisers. The campaign was created with this theme to highlight the impact of the program on the women who have been involved. This semester, student managers were inspired by the **GLOBE** mission to empower women and those who represent the success of that mission. They sought to connect with and highlight the students, borrowers, Daughters of Charity, and other women who are a part of the **GLOBE** community.

The video features interviews with former **GLOBE** managers, who have maintained their spirit for women empowerment and continue to contribute to the goal of alleviating poverty and achieving gender equity. One former **GLOBE** fellow shares, "Women have this uncanny ability to do more with less." The hope is to grow this global network and support even more women!

#WomenOf**GLOBE**!

GLOBE on TikTok



GLOBE is on TikTok! After Managers of Fall 2021 created the **GLOBE** TikTok account, the Spring 2022 Managers garnered a following and posted some engaging content. The IT team made creative videos on how to tie-dye a t-shirt and how to make Bengali chai tea. They also shared program facts and borrower highlights to help spread the **GLOBE** mission!

GLOBE Bake Sale

GLOBE Managers of Spring 2022 planned, staffed, and baked for the first event of the semester. Held on March 17, St. Patrick's Day, the theme of the Bake Sale was "Lucky Charm." Some of the goods featured include Irish soda bread, vegan cookies, and more. The event raised a total of \$451 for **GLOBE** borrowers!



Colors of the GLOBE Event and Raffle

This semester's "Colors of the **GLOBE**" Event was the second ever rendition and took place on the St. John's Great Lawn at the end of April. Managers charged students to tie-dye a **GLOBE** t-shirt. Aside from fundraising, the goal was to increase visibility for the program on campus. They also sold raffle tickets, for which the winner will receive a gift card. Raffle tickets are still available for purchase, but so far, the two events combined have raised over \$600!



Meet Our Borrowers from Nicaragua, Guatemala, and Vietnam!

**We received 7 new loan applications this semester from new and returning borrowers.
See some of their stories below!**



Ana Isabel Ramirez is 37 years old and a single mother of two. She also supports her two brothers financially after the death of her parents. She requested a loan of \$705 to invest in naturopathic medicines and expand her Aesthetic Clinic.



Allisson Rodriguez is a 27-year-old woman living in Antigua, Guatemala. She is a second-time borrower who requested a loan of \$1,302 for the purchase of an oven for her bakery. She hopes to meet growing demand for her goods!



Le Quynh Anh is a 19-year-old student, who requested a loan of \$656 to buy a laptop. Due to the COVID-19 pandemic, lockdowns and gathering restrictions, she has had to engage in a significant amount of online learning. The laptop will help her to complete her studies, providing more opportunity for stable employment.



Nguyen Thi Kim Thuy is currently the only income provider for her household in Ho Chi Minh City. Her parents passed away, so she cares for her two younger siblings. She requested a loan for \$526 for a laptop, both for her own studies and online tutoring. She also works part-time with the Daughter of Charity in Vietnam.

Alumni Corner

Nathan Greene

**GLOBE Manager
Spring 2020**



Looking back at my college career, I can confidently say that **GLOBE** was the best experience I had at St. John's. The opportunity to gain experience while learning and making an impact on borrowers' lives was such a unique privilege. Helping people improve their lives for themselves and their families was an invaluable experience that I will keep with me for the rest of my life.

Something that **GLOBE** instilled in me was a sense of *purpose* in my work. Before **GLOBE**, I knew I had always wanted to help people, but I wasn't always sure how. One of the books we read in class by Muhammad Yunus, the father of Microfinance, was *Creating a World without Poverty*. In this book, Yunus outlines his vision of how a company can harness the power of the market while solving social ills. After reading this book, I was enamored by the idea of companies that do good as they grow. As they grow, so too do their clients and the communities they operate within. I knew then and there that this was an idea that would guide me throughout my career.

While I am still at the beginning of my career, the sense of purpose I gained from **GLOBE** has been my guiding compass. I am soon starting a fellowship with Venture for America, an organization that places fellows in start-ups in down-and-out cities. The purpose of the fellowship is to help reinvigorate these cities through entrepreneurship and employment. When I first heard about this, I immediately knew this was somewhere I could help people and make a difference.

I want to be able to take the sense of purpose and the lessons I learned from **GLOBE** and apply them to Venture for America. My experience from **GLOBE** has given me the vision to identify areas within a company's operations that can be better geared toward helping people. Now, I must use that experience.

Being a part of the **GLOBE** family is much more than any other class you will take. Once you complete the course, you are a part of a network of like-minded individuals who all want to work towards making the world a better place. During my time in the class, I met incredible people who wanted to pursue the same bold goals that I did. I met people who pushed me to work harder and do better. If you've ever had the calling to help people, you are in the right class.

I wanted to say thank you to all the teams within **GLOBE**. You truly make an impact, and every class brings something new to the table. Without you, the program would never progress. Whether it's the new fundraising ideas from Fundraising or the hours of labor Finance puts into the applications, you all help to improve the lives of our borrowers. I also want to thank the Enterprise Development Team I served. You all taught me valuable communication and strategy skills that I have continued to use in my career. And finally, I want to thank Dr. Sama, who encouraged me to take the class, even though the deadline was approaching. Not many teachers saw potential in me when I was younger, but you gave me the opportunity to flourish. I will always remember my time in **GLOBE** fondly and will carry its values with me everywhere I go.

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



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