



ST. JOHN'S
UNIVERSITY

THE PETER J. TOBIN
COLLEGE OF BUSINESS

December 2018

The

GLOBE

Global Loan Opportunities for Budding Entrepreneurs

Gazette

*Celebrating 10 Years of GLOBE: Honored with
Receiving the 2018 Spirit of Service Award*



GLOBE Managers

Fall 2018



Enterprise Development and Impact *Audits Team:*

Izidora Bozic, Demi DeRosalia, Emily Inzero,
Jay Pandya*

Finance, Budgets and Risk *Assessment Team:*

Martina Carosso, Stephen DeBaise, Sofie
Huseby*, Colin Spear

Marketing and Fundraising Team:

Nneka Anozie, Christopher Richardson-Byam,
Ralph Tecson*, Elizabeth Tum

Technology and Communications *Team:*

Jinqi Mao, Sonia Moyalan, Gabriella Romano,
Kenzy Shetta*

* Denotes Team Liaisons



Enterprise Development & Program Impact Audits Team

Internal Audit Goals

- Conduct 3 internal audits throughout the semester of each team against their measurable objectives
- Analyze each team's audit responses
- Provide a score and feedback to each team within one week of each audit
- Meet with each team to discuss the audits and to provide updates on progress toward goals

External Audit Goals

- Analyze the data generated by the completed Pre-Loan & Post-Loan surveys, identifying any emerging trends in outcomes and impact attributable to **GLOBE** loans
- Review and Update the survey templates, informed with research on "measuring impact in microfinance" to provide useful data to **GLOBE**

Enterprise Development Goals

- Create budgeting pamphlet with information that helps borrowers gain strong financial literacy
- Develop a description of the **GLOBE** micro loan process for the borrowers in English & Spanish

Finance, Budgets and Risk Assessment Team

Finance and Risk Goals

- Finalize the Risk Assessment Model to use when assessing any new incoming loan applications
- Review incoming loans in a timely fashion and present the recommendations to the Steering Committee
- Coordinate with Daughters of Charity to receive at least one loan application from Guatemala
- Work with the Enterprise Development Team to create an educational packet for the borrowers about business and personal income benefits
- Update guidelines for incoming **GLOBE** Finance Team members to utilize

Marketing and Fundraising Team

Marketing/Awareness Goal:

- Promote **GLOBE** through St. John's University and Tobin College of Business core classes
- Coordinate, promote, and plan the Appreciation Luncheon on November 14th
- Create QuadWrangle 'Giving' Page for **GLOBE**
- Create a Special Edition **GLOBE** T-shirt

Fundraising Goals:

- **Treat for Change/ Bake Sale:** \$550
- **Fabretto Sale:** \$100
- **Final Presentations Raffle:** \$550
- **GiveCampus Campaign:** \$2500
- **Total Goal:** \$3,700

Technology and Communications Team

Promotion Goals:

- Personalize social media pages so they can reach and captivate a greater audience
- Focus on advertising to different colleges within St. John's University
- Renovate the Alumni Donation page on the SJU website in collaboration with the Marketing Team
- Promote all events created by the Marketing Team on Social Media in a timely fashion
- Utilize auto-post to maintain **GLOBE**'s followers during University breaks to continue keeping followers engaged

Social Media Goals:

- **Facebook:** Post 3 times per week; Increase 'likes' by 14%
- **Instagram:** Post 3 times per week; Increase 'followers' by 35%
- **Twitter:** Post at least once per week; Increase 'followers' by 5%
- **Snapchat:** Utilize during **GLOBE** events; Increase 'friends' by 16%
- **YouTube:** Create at least two new videos; Increase 'subscribers' by 67%
- **LinkedIn:** Post blogs once per week; Increase 'connections' by 14%

GLOBE GiveCampus



#GenerationGLOBE

GLOBE Managers organized the program's 8th GiveCampus crowd funding campaign, with the hashtag #GenerationGLOBE and the goal of raising \$2,500. This hashtag for the campaign focuses on the holistic community of **GLOBE**, comprised of the Student Managers, Borrowers, Partners, and all advocates for social change dedicated to this exceptional program. There is strength that is found in the **GLOBE** community and the opportunity to make the world a better place. "Join us in our quest to be the change we want to see in the world!"

The campaign is set to run through the Final Presentations on Tuesday, December 11, with the hopes of meeting and exceeding \$2,500 goal. The funds raised are made possible through many donors' generosity and advocates' promotion of and belief in this ever-important message. Please consider giving using the QR code below!



Celebrating 10 Years of GLOBE at the 2018 President's Dinner

GLOBE had the incredible honor of being this year's Spirit of Service Award Recipient, demonstrating the impact that the program has had over the past 10 years of its existence. Dr. Linda M. Sama, who founded the program and launched it in Spring of 2009 accepted this award on behalf of **GLOBE** at this year's Annual President's Dinner, held on Friday, November 2, at the New York Hilton Midtown. She was joined by several former **GLOBE** Managers who have been a part of the program over the years at a table generously sponsored by **GLOBE** donors Paul and Jeanne Carroll.

An evening filled with celebrating **GLOBE**, in addition to the other honorees, truly characterizes the Vincentian values of St. John's University, as they are put into practice, impacting communities around the world.

GLOBE is the first academic program to be recognized as a Spirit of Service Award Recipient. The impact of **GLOBE** transcends the classroom to reach and connect our Borrowers, Donors, **GLOBE** Managers, the Daughters of Charity, the Steering Committee, and many more, who have believed in and supported this program over the past 10 years, showing that **GLOBE** truly is making a difference, one loan at a time.

GLOBE Managers Visit the United Nations

With the generosity of Father Guillermo "Memo" Campuzano, the **GLOBE** Managers had the opportunity to visit and tour the United Nations. While there, the **GLOBE**



Managers were able to learn more about the UN Sustainable Development Goals and how **GLOBE's** work in microfinance helps achieve these goals. The United Nations and **GLOBE** both have similar missions of alleviating poverty throughout the world. This visit gave them new insight for writing their position papers, whose topic is how microfinance helps to achieve a specific UN Sustainable Development Goal. The **GLOBE** Managers were extremely grateful for this opportunity!

Meet Our New Borrowers from Nicaragua and Vietnam!

**Veronica del Socorro
Aguirre Palacios**



1st time borrower from Nicaragua received \$964 to expand her convenience store.

**Everth Antonio
Tescon Calderon**



1st time borrower from Nicaragua received \$700 to expand his convenience store.

**Norma del Carmen
Maldonado Hernandez**



3rd time borrower from Nicaragua received \$675 to purchase supplies to sell nacatamales and buñuelos.

**Bayardo Antonio
Mandierita Rodriguez**



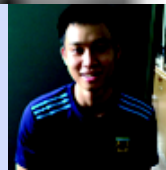
3rd time borrower from Nicaragua received \$2000 to purchase materials for his welding business.

**Roxana del Rosario
Aguirre Palacios**



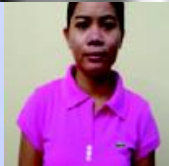
3rd time borrower from Nicaragua received \$1000 to expand her shop to sell meals.

LÊ CAO MÃN



1st time borrower from Vietnam received \$860 to purchase a motorbike to get to work.

Y Mil



1st time borrower from Vietnam received \$348 to purchase coffee seeds for her family farm.

Y Sang



1st time borrower from Vietnam received \$392 to build a pond for her family coffee farm.

Nguyen Thi Lan



1st time borrower from Vietnam received \$215 to purchase baking lessons.

Y Blun



1st time borrower from Vietnam received \$1100 to purchase water pipes and a gasoline pump for her family coffee farm.

YTo



1st time borrower from Vietnam received \$1289 to purchase coffee seeds and build a pond.

Y Thao



1st time borrower from Vietnam received \$859 to purchase water pipes and a gasoline pump for her family coffee farm.

We are so happy to welcome 9 new borrowers and 3 third-time returning borrowers to the GLOBE community!

Alumni Corner

Mina Mustafa

GLOBE Manager
Spring 2016

GLOBE Graduate
Assistant Fall 2017–
Spring 2018

Accompanied the
GLOBE Fellows in
May 2017



When asked, “What is **GLOBE**?” we respond, “It is a student-managed microloan program that provides small-sum loans to borrowers around the world.” That is a very standard answer because **GLOBE** is much more than a tangible construct. It represents numerous things for various people. So, I ask: *What does GLOBE mean to you?*

For the **GLOBE** manager, it is a way of achieving a large-scale impact right from the classrooms of St. John’s. It is a unique experience for young adults in college to engage in, so that they think beyond themselves to create significant social impact.

For the **GLOBE** donor, it is a poverty-focused cause where every dollar makes every bit of difference to the borrowers and everyone in GLOBE is all the more grateful.

For the **GLOBE** borrower, it represents opportunity. It represents greater access to education, employment, and financial security. It represents new business ideas, greater community contributions, and positive changes. **GLOBE** encourages its borrowers to earn their own money and increase their quality of life for themselves and their families.

*For me, **GLOBE** signifies a journey of self-growth. I went from being a quiet and reserved student in my last semester of college to a confident, outspoken, and grateful young adult venturing in my postgraduate pursuits. I look back to the 2017*

Fellow’s Trip to Nicaragua where I had a chance to meet some of our **GLOBE** borrowers. Before the visit, the borrowers were names/pictures on a piece of paper or computer screen. Their stories resonated with me, but I did not develop a direct personal connection with them. The day the Fellows and I met the borrowers (coincidentally on my birthday) it was the most rewarding and inspiring gift I ever received. All the borrowers personally expressed their gratitude towards **GLOBE**. It is from our borrowers that I truly learned and received the gift of gratitude. The journey I have taken with **GLOBE** has made me all the more appreciative of life.

I have expressed my perspective of what **GLOBE** means. For different people, **GLOBE** means different things, but what matters the most is the value we place in the *power of GLOBE*. The power of **GLOBE** is allowing for a change in the world, and it is shaping the prospects for a future generation. No act, big or small, is unnoticed or unimportant in **GLOBE** because, at the end of the day, an impact has been made.

I hope **GLOBE** is meaningful to everyone who has been involved in the cause. I hope we all share in the experience of **GLOBE** to foster changes for a better tomorrow. But before that happens, I would ask you to answer this question:

*What does **GLOBE** mean to you?*

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



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