


# The **GLOBE** Gazette

Global Loan Opportunities for Budding Entrepreneurs


## GLOBE Managers Don't Just Set Goals... They DOUBLE Them!

GLOBE's first ever Crowdfunding campaign, #94globeborrowers, was a huge success! Spring 2015 GLOBE Managers worked with St. John's Office of Institutional Advancement and GiveCampus to launch this exciting fundraising campaign. The goal of the campaign was to get 94 unique donors within 30 days. At the start of the campaign on April 1<sup>st</sup>, GLOBE had 94 borrowers, which is where #94globeborrowers originated. Within a week of the campaign, GLOBE had surpassed their goal of 94 donors. GLOBE then set their eyes on a new goal: double the original goal and get a total of 188 unique donors. By April 30<sup>th</sup>, GLOBE had received 201 unique donors and a total pledge amount of over \$4000.






### #94globeborrowers


A campaign for St. John's by GLOBE



02:21 HD

	DONORS:	<b>201</b>
		GOAL: 94
	PLEGGED:	<b>\$4,102</b>
	TIME LEFT:	<b>0</b>
		SECONDS LEFT

213% Funded

 This campaign successfully reached its goal on April 30, 2015!

## GLOBE Managers Spring 2015



**Marketing and Fundraising:** Michael Benjamin, Leilani Blira-Koessler\*, Ramsha Hussain, Minh Nghiem, Silken Solomon

**Technology and Communications Team:** Jhoselyn Escobar, William Hernandez, Mark Jones\*, Joshua Ramirez

**Finance, Budgets and Risk Assessment Team:** Zackery Allen, Frederick Dai, Milton Parra\*, Lewis Psofimis, Sabine Stamer

**Enterprise Development and Program Impact Audits Team:** Umulisa Dukuze, Jasiel Martin-Odoom, Keelyn Sauchelli, Collin Stubblefield\*, Chinyere Ukaegbu

\*Indicates Team Liaisons

### Mobile Bake Sale 2/19/2015



## Marketing & Fundraising Team

### Updates & Goals

#### Raise \$1500

Our first goal was to raise \$1500, without exceeding a spending budget of \$1000. We planned to achieve this goal by hosting 4 fundraising events. These included two bake sales, the GLOBE Annual Mixer, and the final presentations with a raffle. We also planned to achieve this with the #94globeborrowers campaign and through the sale of promotional items.

#### Increase Visibility across Campus

We wanted GLOBE to be an easily recognized name on campus. With the help of Scott Wallick, GLOBE was featured on MYSJU and in two email blasts. This led to a record number of interested applicants for the fall 2015 GLOBE class. We also gave out GLOBE stickers to current managers for their laptops, which has sparked questions amongst students and faculty about GLOBE.

#### Sell off Overflow of Promotional Items

We noticed early on in the semester that there were several promotional items taking up space in Dr. Sama's office. We wanted to sell off as many of these promotional items as possible through our various events. We also decided to give away promotional items as incentives for our crowdfunding campaign. Anyone donating \$20 or more to the campaign was given a bundle of GLOBE items.

#### Setup Events for Next Semester

We wanted to make sure that the next Marketing team could hit the ground running. To do this we came up with flyers for next semester and a letter for a letter writing campaign. We also worked on a Flyer Archive so that future managers have access to flyers that have made events successful.

## Finance, Budgets and Risk Assessment Team

### Updates & Goals

#### Loan Recommendations

We received four new loan applications this semester, all of which were approved by the **GLOBE** steering committee. Dona Dora Morales from Nicaragua will receive a loan of \$1000 for 15 months. Vo Thi Phuong and Nguyen Duong Ngoc Anh from Vietnam will receive loans of \$233 for 7 months and of \$800 for 24 months, respectively. Don Jose Concepcion of Nicaragua will receive his second **GLOBE** loan of \$700 over 24 months to extend his business.

#### Research

As a class, we decided to research the possibility of expansion in two countries: the Philippines and Guatemala. We chose these countries because we have already made connections with the Daughters of Charity in both countries. Dr. Sama visited with the Daughters in the Philippines, and Sabine Stamer, a member of the Finance Team visited with daughters in Guatemala.

#### Database for Current Borrowers

We wanted to update the current borrower database and make it easier to manage. We are using color coding to classify the different stages of a loan, making loan tracking easier.

#### Revised Loan Application

We updated the current loan application to add clarifying questions for the Daughters of Charity, as this will expedite the recommendation process. The revised loan application will explain how interest is determined. The new application will also ask if the applicant has ever had a loan from another institution and whether or not they repaid that loan.

## Technology and Communications Team

### Updates & Goals

#### Contact Database

We have a goal to build an Access contact database. The database will categorize each contact into different categories based on their relationship to **GLOBE**. This will make it easier to navigate and create custom mailing lists.

#### Borrower Database

We also wanted to build an Access database for our borrowers. The database will make it easier to find information on a specific borrower, and track loan repayments.

#### 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. Our goal was to increase the number of followers and likes on the different social media sites by at least 10%. We followed a social media agenda that gives us a consistent format for posting each week, using optimal time slots.

#### Viral Crowdfunding Campaign

We worked with Institutional Advancement and Scott VanDeusen to launch **GLOBE's** first ever crowdfunding campaign. We want to use social media to engage our followers and encourage them to share the campaign with their friends with the use of #94globeborrowers.



# Enterprise Development & Program Impact Audits Team

## Updates & Goals

### Internal & External Audits

Our first goal was to audit our program both internally and externally. Our team's first internal audits were successful and the results helped every team to understand how they were progressing to date. We also collected data from pre and post loan surveys, in order to conduct our external audits and understand our program's impact in the field.

### Expansion

We researched the possibility of expanding into Guatemala and the Philippines, with an eye on how these environments would offer opportunities for borrower success. We concluded that these countries would be good countries for GLOBE to operate in. We have made connections with the Daughters of Charity in both countries and hope to begin operations in both countries soon.

### Continuity Plan

We collaborated with the Finance Team to work on a plan for continuity. By using a OneDrive account, each team uploads information that will be useful for future GLOBE managers. The OneDrive account will be managed by Dr. Sama and she will allow each new GLOBE manager to access information from past semesters so they can hit the ground running.

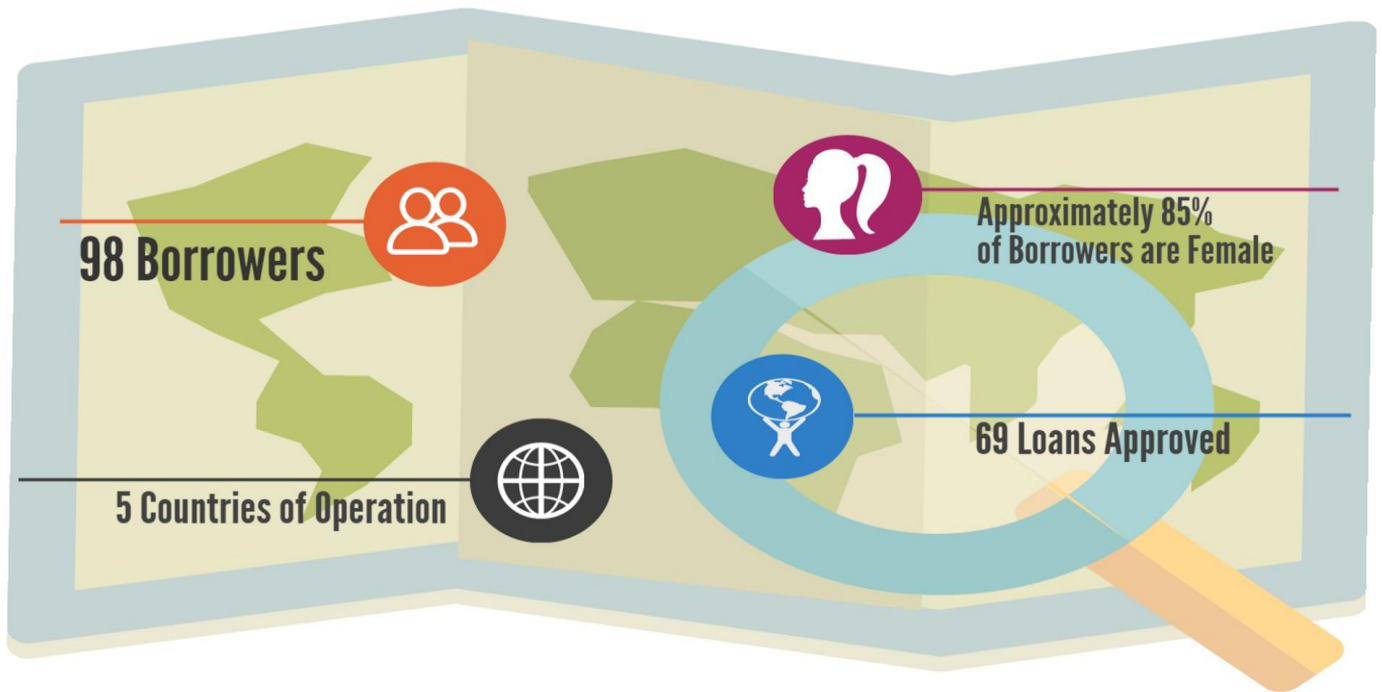
## GLOBE Alumni Visit 2/10/2015



## GLOBE's 4th Annual Mixer



# GLOBE by the Numbers

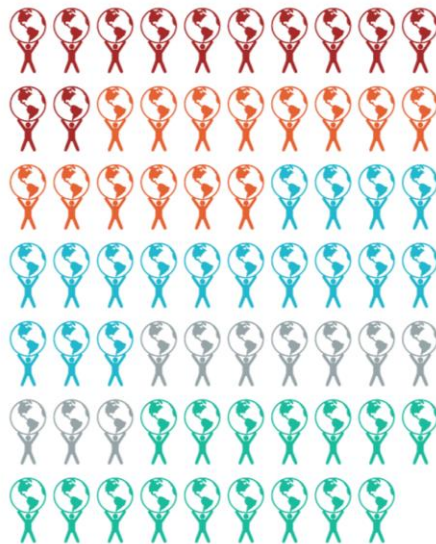


7 Years of Operation

256 GLOBE Managers to date

## GLOBE's Global Reach

Numbers of Loans by Country



■ NIGERIA ■ VIETNAM ■ NICARAGUA ■ KENYA  
■ DEMOCRATIC REPUBLIC OF CONGO

## ALUMNI CORNER



**Nurus Salam**  
**GLOBE Manager Fall 2012**

Growing up in Bangladesh, I have witnessed first-hand how the vicious cycle of poverty affected and marginalized a significant portion of the population in the country. There are real-life stories of young children earning a living by pulling rickshaws in dangerous streets of Dhaka, one of the most populous cities in the world. Even though stories like these are still prevalent, there is another side of Bangladesh that we do not hear about much: stories of women in remote villages defying all odds to become entrepreneurs and redefining the role of gender in a male-dominated society. Yes, I am talking about the borrowers of Grameen Bank who have triumphed barriers and shown how effective microfinance can be in alleviating poverty. While the success stories of Grameen's borrowers have always inspired me, it wasn't until I became a GLOBE student manager that I discovered where my true passion lies — public service. Two years after taking the GLOBE class and graduating from St. John's with a Master's Degree in Government and Politics, I am now working at NYC Department of Youth and Community Development (DYCD), helping young people of our city to find summer jobs or connecting them with paid-professional internships. I am proud to say that the skills that I have learned in GLOBE, especially marketing skills, have immensely benefitted me to thrive in my current job, where I have recently led a campaign titled "Hire Youth NYC" to increase the participation of private sector worksites in the Summer Youth Employment Program (SYEP), the nation's largest youth employment program. I may not be a GLOBE manager anymore, but I will always cherish the values I learned and life-long friendship that I forged during the fall'12 GLOBE class.

## Crafting Budding Social Entrepreneurs

By: Michael Benjamin  
Spring 2015 Marketing & Fundraising Team

Sometimes we mistake what is truly at the heart of GLOBE. We talk of microfinance and loans, fundraisers and impact audits, databases and expansion. We espouse ideas of values and about our mission. Our borrowers, the budding entrepreneurs, are so vital to what GLOBE does. We speak of our borrowers and of how we are making a difference in the lives of the poor. GLOBE works to alleviate poverty within our lifetime, to uplift the poorest of the poor in Nicaragua and Vietnam, Kenya, Nigeria and the Democratic Republic of the Congo, and provide loans so that these men and women can provide themselves and their families with a better life. However, sometimes lost underneath all this is something just as magical and important -- the education of our managers. During our #94globeborrowers campaign, most of our donors said that they value student learning most. Ultimately, GLOBE is a class that instructs young adults not only about microfinance, but how to be social entrepreneurs and how to make a difference. GLOBE works to inspire college students to see past all of the obstacles the world presents and try to find a way to solve one of the world's most enduring and crushing problems. In a time filled with resignation and hopelessness, GLOBE inspires young leaders to believe that they can change the world. GLOBE enforces the idea that it is the job of the youth, its own managers, to make the world no worse, but rather better than we found it.

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



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