The GLOBE
Global Loan Opportunities for Budding Entrepreneurs

Gazette

Celebrating 10 Years of GLOBE: Honored with Receiving the 2018 Spirit of Service Award
Enterprise Development and Impact Audits Team:
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Finance, Budgets and Risk Assessment Team:
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Marketing and Fundraising Team:
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Technology and Communications Team:
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**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**

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!

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**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!

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