



ST. JOHN'S
UNIVERSITY

THE PETER J. TOBIN
COLLEGE OF BUSINESS

May 2019

The

GLOBE

Global Loan Opportunities for Budding Entrepreneurs

Gazette

*Celebrating 10 Years of GLOBE:
Empowering Women One Loan at a Time*



GLOBE Managers

Spring 2019



Enterprise Development and Impact Audits Team:

Marie Bogue, Elaiya Gonzalez*, Kendra Hebenstreit, Marcelo Melendez, Esmeralda Yace

Finance, Budgets and Risk Assessment Team:

Benjamin Goslin, Joseph Madsen, Matthew McCarron*, Leslie Palomares, Pat Smyth, Nancy Tran

Marketing and Fundraising Team:

Rebecca Beers, Jaime Castaneda, Timothy Kiel, Michael Madsen, Monifa Rudder, LeighTaylor Zufall*

Technology and Communications Team:

Raveena Beharry, Fariha Kazi, Solmari Mercado, Kiana Nunez*, Samantha Sheehy

* Denotes Team Liaisons



Enterprise Development & Program Impact Audits Team

Internal Audit Goals

- Review and make revisions to the internal auditing process
- Conduct three audits throughout the semester on a rotating basis of Team members
- Complete a final updated audit on the day before the Final Presentations

External Audit Goals

- Revise the external audit process to reflect measures of personal and societal impact
- Complete relevant research to inform the external audit process

Enterprise Development Goals

- Review and finalize previous Team's work on a Business Template with region-specific information for our borrowers
- Complete a P.E.S.T. analysis for each region of borrowers
- Distribute analysis for Guatemala to *GLOBE* Managers attending the Fellows trip in May

Finance, Budgets and Risk Assessment Team

Finance and Risk Goals

- Establish a definitive time frame of three weeks between receiving each loan and presenting the recommendation to the *GLOBE* Steering Committee for a vote
- Complete expansion into Guatemala by working with the Daughters of Charity to identify potential borrowers and secure a loan application before the Student Fellows trip in May
- Revise the current loan application to include a section identifying explicitly how borrowers intend to use the money and pay back the loan
- Develop a better system to track outstanding loans to ensure repayment in full on time and allowing the ability to revise loan terms if necessary

Marketing and Fundraising Team

Marketing/Awareness Goal:

- Organize the *GLOBE* Soirée with a theme centered around Women's Empowerment
- Create a new representative *GLOBE* poster to be displayed and used at events
- Conduct a Market Research Student Survey to determine what students know about *GLOBE* throughout the University, analyzing the results to improve awareness of the program
- Coordinate with the IT Team to promote all events in a timely fashion

Fundraising Goals:

- **GiveCampus Campaign:** \$3,500
- **International Women's Day Bake Sale:** \$350
- **Chick-fil-A Sale:** \$300
- **Implement Donation Boxes in Marillac:** \$150
- **Promotional Items and Fabretto Sale:** \$300
- **Final Presentation Raffle:** \$400
- **Total Goal:** \$5,000

Technology and Communications Team

Promotion Goals:

- Focus on improving the engagement of followers on social media
- Renovate the *GLOBE* website to include updated information and photos
- Coordinate with the Marketing and Fundraising Team to effectively promote and photograph all *GLOBE* events throughout the semester

Social Media Goals:

- **Facebook:** Post at least 2 times per week; Increase follower engagement by 10%
- **Twitter:** Post at least 3 times per week; Increase follower engagement by 10%
- **Instagram:** Post at least 2 times per week; Increase follower engagement by 10%
- **YouTube:** Create at least 3 new videos throughout the semester
- **LinkedIn:** Post events and share articles bi-weekly; Connect with *GLOBE* alumni

GLOBE: Empowering Women One Loan at a Time



GiveCampus: #GLOBE4Women

GLOBE Managers organized the program's 9th GiveCampus crowd funding campaign, with the hashtag *#GLOBE4Women* and the goal of raising \$3,500. This campaign highlights our women borrowers, who make up about 84% of our borrower portfolio. In learning the many heartwarming stories of these women, we see the positive impact that a loan has, not just on the borrower, but on her whole family and community, creating a ripple effect of microfinance from just one **GLOBE** loan. "Join us in the fight against poverty by donating to **GLOBE** and raising the voices of women around the world!"

The campaign is set to run through the Final Presentations on Tuesday, May 7, with the hopes of meeting and exceeding the \$3,500 goal. Please consider giving to help us continue to empower women entrepreneurs around the world!

GLOBE's 10th Birthday Party

GLOBE's 10th Birthday Party was celebrated at Hudson Station NYC on April 2nd and gave Current and Former Managers the opportunity to unite the **GLOBE** Community. Together they raised awareness about the program and its powerful mission.



International Women's Day Bake Sale

The **GLOBE** Managers of Spring 2019 chose to focus on the theme of women empowerment for each of their events throughout the semester, beginning with the International Women's Day Bake Sale that was held on March 11th and raised **\$383** for **GLOBE**!



Meet Our Borrowers from Nicaragua and Vietnam!

We received 10 new loan applications this semester from new and returning borrowers.
See some of their stories below!



Jazmina Tamara Gomez Almanza is 44 years old and a third-time borrower from Nicaragua. Her previous loans were to open her current business selling beauty products, jewelry, and lingerie. Her new loan of \$750 is to expand this business by purchasing new products and a showcase for inventory.



Belkys Alvarenga Molina is 50 years old and a third-time borrower from Nicaragua. Her previous loans were to open her current home furnishing and décor business. Her new loan of \$750 is to expand this business by offering new products and reaching more customers. She is married and has 2 children.



Y Luyet is 24 years old and a second-time borrower from Vietnam. Her first loan of \$441 was for a gasoline water pump to irrigate her family's coffee plantation. Her second loan of \$345 is to expand the coffee plantation and the effectiveness of the irrigation system. She currently cares for her elderly parents and 5 siblings, one of whom is disabled.



Le Minh Man is 47 years old and a second-time borrower from Vietnam. His first loan of \$897 was for a motorbike to expand his knife grinding business. His second loan of \$1,080 is to rent a physical store near a local market to further expand his business and customer reach. He is married with 2 daughters, and his wife currently works from home as a tailor.

GLOBE, 10 Years Later...



After 10 Years of **GLOBE** as a St. John's University program and non-profit organization, we are so happy to share that we have nearly **200** borrowers, more than **400** graduated Student Managers, and countless supporters, such as the Daughters of Charity, the Steering Committee, and many others throughout the University and greater Community. **GLOBE** was also the first academic program at St. John's to be honored with the Spirit of Service Award in November 2018. **GLOBE** has positively impacted so many lives, and we look forward to sharing the continued success of **GLOBE** with you in the future!

Thank you, Dr. Sama!



Finally, in recognizing the success of **GLOBE** over the past 10 years, we would like to also recognize the dedication and hard work of **Dr. Linda M. Sama** who continues to direct the program after founding and launching **GLOBE** 10 Years ago. We would not nearly be able to have the impact that we do without her constant efforts to see **GLOBE** expand to reach more and more people and communities, helping to alleviate poverty around the world...one loan at a time.

Alumni Corner

Angela So

GLOBE Manager
Fall 2017



As a young professional, I often get asked, “What was your favorite class or project while you were at St. John’s University?” Without hesitation, I *always* answer that it was my time as a student manager at **GLOBE**.

Why I’m so quick to answer with **GLOBE** stretches back to my time at high school, where there is a tradition to have its students live by an ephebic oath and it has always resonated with me. The last line I carried with me to college and now, my career: “*I shall not leave my city any less but rather greater than I found it.*” **GLOBE** at St. John’s has truly provided me a path to carry out this purpose that I deeply believed in and has expanded my knowledge in business in ways I couldn’t have even thought of.

With **GLOBE**, I always felt so proud to be a part of a win-win organization. I have always seen **GLOBE** this way because not only is the dedicated work of the student managers allowing small loans to provide a sustainable chance for those experiencing poverty, but the student managers are monumentally enriched with knowledge, culture, and friendship. To have such a large impact on someone’s life thousands of miles away from me, to develop new relationships with peers driven by the same goals, and to learn the strategies behind microfinance were such outstanding opportunities for me. I was truly humbled and saw how it was an absolute privilege to be a part of something fundamentally good. **GLOBE** changed my perspective of my place in society because I realized how fortunate I was to receive an education and through such gratitude, it felt necessary for me to give back to my global community using what I learned.

Built on the backbone of Mohammed Yunus’ teachings and Dr. Sama’s brilliant guidance and motivation, I honed the skills of creating marketing campaigns, fundraisers, and using social media for outreach. Above all, the most important skill that I took away from **GLOBE** was teamwork. To achieve something by yourself is good, but to accomplish a goal by bringing out the best in each other is *special*. In learning how to unite the **GLOBE** donors, student managers, and borrowers to be under the umbrella of alleviating poverty, I understood that including every perspective only fuels more creativity behind the needed problem-solving. It is definitely not the easiest task but once achieved, teamwork is incredibly rewarding because when done correctly, it’s not just work that you are doing with other professionals and colleagues. Instead, you’ll find yourself amongst dear friends who simply share and want to carry out the same passion that you have.

Even as I build my career, I think of my time as a student manager at **GLOBE** as the golden standard of how to collaborate with my coworkers and develop meaningful projects. I choose to work with those who are mission-driven and intend to give back to the community as they too, are filled with gratitude for the lives they were fortunate enough to carve out for themselves. **GLOBE** instilled in me the confidence that business can be fruitful and upright and provided lifelong friendships. **GLOBE** offered the ultimate, priceless experience for me, laying the foundation for me to only build better and stronger in the coming future.

THANK YOU always for your continuous support of GLOBE!



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