

The

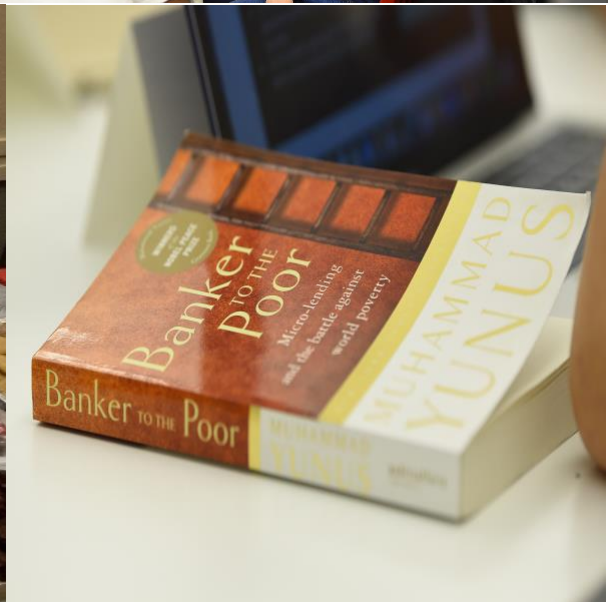
May 2020

GLOBE

Global Loan Opportunities for Budding Entrepreneurs

Gazette

*Honoring the GLOBE Community:
Overcoming Adversity During Difficult Times*



GLOBE Managers

Spring 2020



Enterprise Development and Impact Audits Team:

Khaled Atallah, Nathan Greene, Lauren Horan*,
Aur lie LaBorde, Krist Sokoli, Kyle Waibel*

Finance, Budgets and Risk Assessment Team:

Drew Cary, Tyge Duffy, Harrison Harvey, Carter
McClean, Asiah Raja, Cara Yesko*

Marketing and Fundraising Team:

Stephen Gavrielidis, Sabrina Ghiozzi, Jennifer
Portillo, Lauryn Simon, Anthony Williams, Mary
Zouvelos*

Technology and Communications Team:

Kassandra Alfaro*, Faryal Mohammed, Andrew
Sapia, Jenny Siguachi, Johnny Wiley

* Denotes Team Liaisons



Enterprise Development & Program Impact Audits Team

Internal Audit Goals

- Create a timeline template for accomplishing objectives and offer the format to future *GLOBE* teams to standardize the process
- Conduct three audits throughout the semester
- Complete a final updated audit on the day before the Final Presentations

External Audit Goals

- Develop a survey for the field to gain insight about our borrowers that will help with enterprise development and analyze data once received
- Complete relevant research on similar MFIs to help determine how to measure impact
- Consult with the Finance Team on their revision of the loan application to offer them information provided by the field

Enterprise Development Goals

- Provide access to educational resources for borrowers on a selection of topics, with a focus on health and marketing
- Create a guide detailing how to effectively complete the loan application to allow for a more expedited approval process

Finance, Budgets and Risk Assessment Team

Finance and Risk Goals

- Finish analysis/research of the first round of eight loans from Vietnam and Nicaragua and draft written recommendations. Follow with any subsequent review with a two-week turnaround
- Organize data presented in the Borrower Update focusing on potential write-offs, and create a data visualization report

- Track the interest accumulated on paid loans to report how it is being used in the field and add it to the Borrower Update
- Revise the current loan application

Marketing and Fundraising Team

Marketing/Awareness Goal:

- Organize the *GLOBE* Live series with the IT team and solicit sign-ups from *GLOBE* managers
- Gain donations for *GLOBE* midterm care packages and prepare them for next semester's *GLOBE* managers

Fundraising Goals:

- **QuadWrangle Campaign:** \$1,000
- **Valentine's Day Bake Sale:** \$400
- **Total Goal:** \$1,400

Technology and Communications Team

Promotion Goals:

- *GLOBE* Live: A weeklong series of Instagram and Facebook Live events hosted by *GLOBE* managers, created in conjunction with the Marketing and Fundraising Team

Social Media Goals:

- **Facebook:** Post at least 2 times per week; Increase follower engagement by 10%
- **Twitter:** Post at least 2 times per week; Increase follower engagement by 10%
- **Instagram:** Post at least 2 times per week; Increase follower count by 10%; Utilize IGTV
- **YouTube:** Create at least 1 new video
- **LinkedIn:** Post once per week; Make 10 new connections



QuadWrangle: The Power of Community

This semester, **GLOBE** Managers organized **GLOBE's** first fundraising campaign using a giving page on QuadWrangle, St. John's University's giving website. The campaign was created after a COVID-19 entered the US and changed the lives of many of **GLOBE's** student managers, and the lives of people all over the world. Our borrowers have been at the forefront of **GLOBE** managers' minds. With this campaign, **GLOBE** managers sought to highlight the sense of community that has emerged from this pandemic, and encourage our supporters to keep our borrowers in mind during this difficult time.

The campaign is set to run through the month of June, with the hopes of meeting and exceeding the \$1,000 goal. Please consider giving to help us continue to empower entrepreneurs around the world!

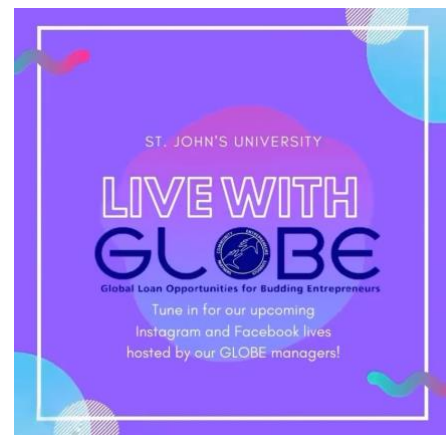
GLOBE LIVE

After learning that the remainder of the school year would be held online, **GLOBE** managers didn't let that deter them from spreading awareness about the program. **GLOBE** Live, a series of live programs hosted by **GLOBE** managers, took place at the end of April. Managers went live from **GLOBE** Facebook and Instagram accounts, putting on interesting, educational, and fun live events for our followers!



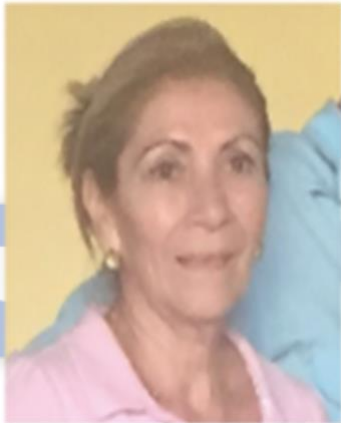
Valentine's Day Bake Sale

GLOBE Managers of Spring 2020 were able to host one fundraising event before the COVID-19 pandemic caused Universities around the country to close. The Valentine's Day bake sale was held on February 13th and raised \$500 for **GLOBE**, exceeding their fundraising goal!



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!



Fanny del Carmen Jaime is a second-time GLOBE borrower who requested a loan of \$1,170 to be used to fix a concrete wall in her home that she wouldn't be able to fix on her income alone and will improve her home for the wellbeing of herself and her family.



Ligia Zulema Ramirez Alvarenga is a 20-year old University student from Nicaragua. She plans to use her GLOBE loan of \$745 to purchase supplies to further expand her nail salon business that she runs while being a student.



The Ka Dong Organic Farming Cooperative is a group of six farmers who requested a loan of \$6,000 (\$1,000 to each applicant) to purchase organic fertilizers and pesticides to do organic farming. This cooperative is responsible for cultivating, planting and distributing products to schools and markets. With the help of GLOBE, they will be able to meet an increasingly high demand for organic produce in their area.

Alumni Corner

Raveena Beharry

GLOBE Manager
Spring 2019

Named GLOBE
Student Fellow
Spring 2020



It's been one year since I've been a GLOBE Manager, but it still feels like yesterday. The nerves I felt walking into Tobin on nights when my team and I had to deliver a presentation or posting content that I spent hours crafting and perfecting on one of GLOBE's social media accounts still feels so fresh. However, the joy I felt after working with my fellow Managers to run a successful fundraising event or seeing all that we accomplished at the end of the semester also still feels like yesterday. Looking back one year later I can confidently say that while GLOBE may have been one of the most challenging things I've ever done, it has also been the most rewarding and meaningful experience of my collegiate career.

As a Technology and Communications Manager, my team and I were tasked with creating and promoting content for GLOBE's social media accounts. Prior to this class, I had no experience in content creation or content strategy and wondered how I would be able to assist my team and ultimately our borrowers. Luckily, with social media comes social media analytics which can provide real time results as to how effective a marketing strategy has been. Anytime my team and I thought of a new hashtag or new perspective we could use for a post, we were able to implement it right away and soon after have quantifiable metrics telling us how successful it was. This really sparked my creativity and caused me to seek inspiration anywhere and everywhere to come up with new strategies to share the stories of GLOBE's borrowers. The need for constant innovation is one of the most exciting parts of being a GLOBE Manager. While daunting, it forced me to completely abandon my comfort zone and begin to think like a social entrepreneur.

While GLOBE taught me so much about microfinance and social entrepreneurship, I never thought that by the end of the semester I would have such a personal connection to this program. My time as a GLOBE Manager taught me so many life lessons and shifted my perspective on so many things. When I look back at my logs, the amount of personal growth I went through from my first log to my last log is astonishing. The fuel behind my personal growth was GLOBE's borrowers. Over the course of the semester I got to learn about many of our borrowers as my team and I made social media posts to highlight them. Each borrower has their own unique story and it was so inspiring to read about the goals they had, the steps they were taking to achieve them, and how GLOBE played a part in that. Whenever I felt discouraged, I'd read some of our borrower's profiles and remind myself how impactful GLOBE can be and that it can truly change peoples' lives. Looking back now, I think that GLOBE's borrowers had a bigger impact on me than I did on them. Their creativity and determination inspired me to always go the extra mile. Having no knowledge of content creation and content strategy pushed me to research as much as I could and iterate as much as possible. This taught me that not being fully knowledgeable on a topic isn't always a weakness. If you possess curiosity and determination when trying to learn something, then you will succeed.

Whenever I reflect on my time as a GLOBE Manager, I am always filled with immense gratitude. GLOBE is not a simulation, but a program that can help real people alleviate themselves out of poverty. The fact that I was granted the opportunity to play even a small role in helping some of our borrower's better their overall lifestyle or be able to send their children to school is something I'll never forget and be forever thankful for.

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



www.stjohns.edu/globe

@tcbGLOBE

