



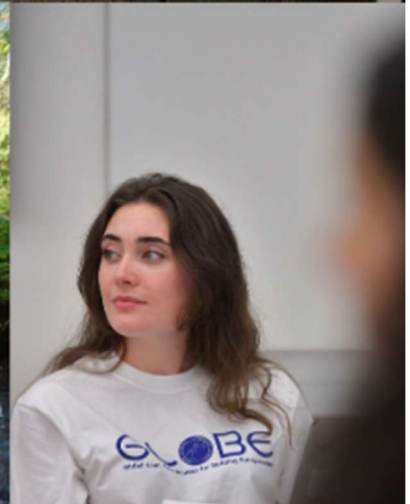
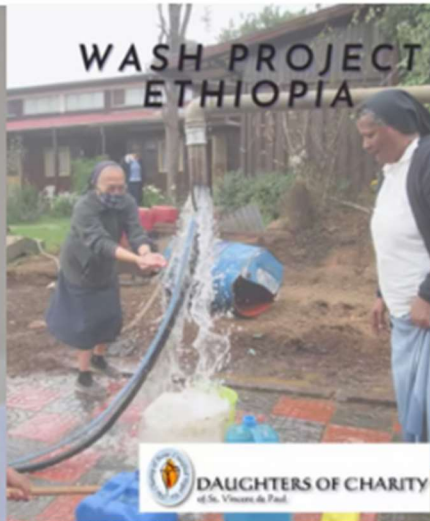
ST. JOHN'S  
UNIVERSITY

THE PETER J. TOBIN  
COLLEGE OF BUSINESS

December 2022

# The GLOBE Global Loan Opportunities for Budding Entrepreneurs Gazette

*Helping to secure water systems for the people of Ethiopia, to  
pave the way for entrepreneurial activities down the road:  
#WASHtheGLOBE*



# **GLOBE Managers**

## **Fall 2022**



### **Enterprise Development and Program Impact Audits Team:**

Melissa Baez, Sarah Filipczuk\*, Reem Nemmassi,  
Jennie Vosilla, Anna Welch

### **Finance and Risk Assessment Team:**

Umadai Gayadin, Emily Hernandez\*,  
Daniel Marrero

### **Marketing and Fundraising Team:**

Megi Alikaj, William Hom\*,  
Nawsin Kamal, Emma Piti

### **Technology and Communications Team:**

Nina Allen\*, Winnie Minasie,  
Laura Rivera, Maria Isabel Romero

\* Denotes Team Liaisons





## **Enterprise Development & Program Impact Audits Team**

### **Internal Audit Goals**

- Conduct three audits on each **GLOBE** team based on their quantifiable objectives at the start of each month and provide feedback
- Encourage teams to meet their goals and emphasize importance of communication, a positive team dynamic, realistic goals, and identifying obstacles or limitations to goal achievement

### **External Impact Audit Goals**

- Create and send out two surveys (**GLOBE** Manager Survey, Borrower/field Survey)
- Collect testimonials from borrowers through Daughters of Charity
- Assess previous **GLOBE** successes and limitations to increase efficiency and sustainability

### **Enterprise Development Goals**

- Connect with Sr. Mary Louise Stubbs at International Project Services to determine how **GLOBE** can help achieve the WASH Project's goal
- Research other projects which could benefit from **GLOBE**'s financial & social resources (minimum of 1 per team member)

## **Finance 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
- Present first set of loans by October 12<sup>th</sup>
- Evaluate the effect of fluctuating exchange rates as it concerns our current Risk Assessment Model

## **Marketing and Fundraising Team**

### **Marketing/Awareness Goals:**

- Donor "Thank You" Campaign: Send out a thank you letter to major donors and supporters highlighting **GLOBE** success stories, and create a **GLOBE** Water Pouch to send with the "Thank You"
- Hometown Visits: Have three **GLOBE** managers visit their high schools/community and talk about the class and how to support it.
- Coordinate with IT to show pictures and videos from these talks

### **Fundraising Goals:**

**Organize several events/campaigns with specific fund-raising goals:**

- Treat for Change/ Bake Sale: \$400
- GiveCampus/#WashProject Campaign: \$2,500
- Total Fundraising Goal: \$2,900

## **Technology and Communications Team**

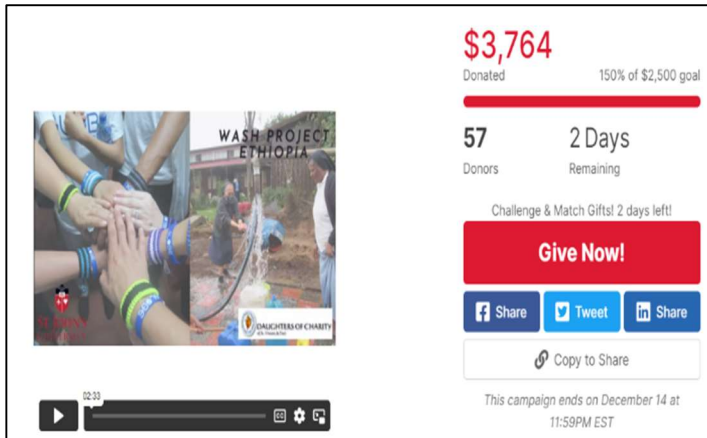
### **Promotional Goals:**

- Make **GLOBE**'s WIX site more accessible and eye appealing
- Highlight the managers in the class
- Add the managers' logs
- Make a GiveCampus video according to the marketing team's timeline
- Create an ad campaign using Meta, through the help of former **GLOBE** manager Alina Rizvi
- Run it during the Give Campus campaign

### **Social Media Goals:**

- All Platforms: Increase engagement by continuing Manager Monday, Takeover Tuesday, and Focus Friday
- Instagram: Gain 50 followers
- Each Post: 50 likes and 5 comments
- 2-3 Lives and Social Media Challenges
- Facebook: Reach 100 people with each post
- Sync Facebook and Instagram posts
- TikTok: Gain 15 followers
- Create **GLOBE** dances and manager videos

## GiveCampus:



**\$3,764**  
Donated 150% of \$2,500 goal

**57** Donors **2 Days** Remaining

Challenge & Match Gifts! 2 days left!

**Give Now!**

Share Tweet Share

Copy to Share

This campaign ends on December 14 at 11:59PM EST

## #WASHtheGLOBE

This semester, **GLOBE** Managers collaborated with the Daughters of Charity and International Project Services to fundraise for their clean water initiative, *WASH*, which stands for the three foundational elements of water, sanitation, and hygiene.

The program is dedicated to successfully providing a consistent supply of water for the Sisters' hospital, school, and residence in Addis Ababa, Ethiopia. All money raised through the #WASHtheGLOBE Give Campus campaign will support the *WASH* project, which will help Ethiopians secure access to clean water. This in turn can help create a flourishing community that may someday be able to take part in entrepreneurial endeavors that **GLOBE** offers.

## GLOBE Water Pouches



Students designed water pouches with the **GLOBE** logo and sent them to donors of the program as a token of gratitude for their support of the program's mission and to recognize their numerous contributions to the program's success. This initiative reflected the theme of this semester's GIVE Campus campaign. The cards and water pouches were sent to donors right around Thanksgiving, which was the perfect time for this act of gratitude.

## GLOBE Bake Sale



The Fall 2022 **GLOBE** Managers organized, staffed, and baked for the semester's opening event. The Halloween Bake Sale on October 20th was a massive success. **GLOBE**-inspired cupcakes and cannoli were just a few of the baked goods produced by some of the managers.



## Treat for Change GLOBE Event

While some **GLOBE** managers worked the bake sale, others circulated the campus, handing out treats in exchange for any spare change. In addition to raising money, the objective was to increase the program's visibility on campus. They raised over \$450 while having a blast!

## Meet Our Borrowers from Nicaragua and Vietnam!

We received 9 new loan applications this semester from new and returning borrowers.  
See some of their stories below!



**Xiomara Vanessa Lopez Vargas** is a first-time borrower who requested a loan of \$497 to expand her room rental business. She wishes to purchase materials to fix up new rooms to rent to university students who look for a safe, livable space. Xiomara has her Masters in Education and works as a teacher in the mornings.



**Maria Eugenia Solis Romero**, a second-time borrower, requested \$2,000 to be paid back in 18 months for inventory, a showcase and a second freezer for her pulpería. Her first loan of \$1,000 to start her café business was repaid this Fall, 2022, and her café is successfully generating income!



**Y Tha** is a 24-year-old housekeeper in Kontum City, Vietnam. She requested a loan of \$845 to buy a paddy cutter machine and a gasoline water pump for her parent's rice cropping business. She hopes it will "lessen labor and boost efficiency." Her reasoning is driven by her concern for her parent's older age and genuine care for her family business.



**Thi Muoi**, a second-time borrower of GLOBE, is a 31-year-old housekeeper who successfully paid back her first loan in January 2021. She is seeking a laptop to take an online course in agriculture so she can start her own farm.



## Alumni Corner

**Courtney Clark**

**GLOBE Manager**

**Fall 2016**

**GLOBE Graduate**

**Assistant**

**Fall 2018-Spring 2019**



One opportunity. Sometimes one opportunity is all a person needs to change their life for the better. **GLOBE** recognizes this powerful phenomenon through its mission of providing microloans to entrepreneurs in the developing world. One small loan to our borrowers has the ability to transform their lives beyond what we may be able to imagine from the **GLOBE** classroom.

I was a very shy student when I started college, and I am truly grateful for the opportunity **GLOBE** gave me in the fall of my junior year to push myself out of my comfort zone, challenge myself to think creatively about problem-solving, and learn so much more about how the global economy and traditional financial institutions often fail those in the developing world. As a former member of the Finance, Budgets, and Risk Assessment Team, I had the great privilege of presenting our borrowers' stories to the Steering Committee for approval of their loans. Their stories still resonate with me all these years later, and I realize how truly important the work is that **GLOBE** is doing. My time as a **GLOBE** Manager was one of the greatest experiences of my time at St. John's University, and having the privilege to later be the **GLOBE** Graduate Assistant allowed me to continue participating in this important work, while also supporting the **GLOBE** Managers in their journey each semester to develop creative ideas for fundraising and events, to seek new ways to assess and further **GLOBE's** impact, and to advocate for each new borrower to the program.

I never could have imagined where I am today, and I believe that **GLOBE** was certainly "one opportunity" that changed my life. As an attorney in corporate law today, I carry with me the lessons I learned from **GLOBE**, such as how to advocate effectively for our borrowers just as I advocate for clients, being able to search for creative solutions when there doesn't seem to be an easy answer, and not being afraid to speak out and speak up against social injustice. Dr. Sama and Lina taught me the power of

confidence and fierce dedication to such a powerful mission and the immense amount of impact it can have, especially in empowering women.

From the very first **GLOBE** information session I attended, Dr. Sama shared a quote that has always stuck with me. This quote is by Muhammad Yunus, known as the father of microfinance: "Give a man a fish, he'll eat for a day. Give a woman microcredit, she, her husband, her children and her extended family will eat for a lifetime." I recognize the importance of empowering women from the smallest to the very largest of scales around the world, and I strive to do so in my everyday practice.

My practice typically involves representing a variety of large and small corporations, and I try to seek opportunities to support organizations with objectives similar to **GLOBE**. For example, in law school I participated in a clinic whose mission was to provide pro bono legal services to small, start-up business owners with innovative ideas often in the fields of advancing technology and policy. Working with these business owners through the clinic reminded me much of working with our **GLOBE** borrowers and our partner, the Daughters of Charity, to bring about positive change for each borrower and community. From this clinic to my current practice, I am able to utilize the lessons **GLOBE** has taught me, such as what is possible when true collaboration and teamwork take place, even under tight deadlines.

I know that I have received countless "one opportunities" that have allowed me to pursue my education, my passions, and my goals in life, and I seek to pay that forward any time that I can. I am grateful for the work that **GLOBE** does in allowing students like myself to pay forward the opportunities we have been given to those who may just need that one opportunity to change their lives too. I look forward to continuing to support **GLOBE's** important mission and seeing each new semester of **GLOBE** Managers find their own voices and passions in becoming advocates for our borrowers and for poverty alleviation around the world.

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



[www.stjohns.edu/globe](http://www.stjohns.edu/globe)

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