



COFFEECARE



2018 FINAL REPORT

HARVEST SEASON SCHOOLS
A program for children of coffee pickers

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I. INTRODUCTION

A. GENERAL DESCRIPTION

Coffee Care and Tchibo's partnership started in 2010 creating culture-friendly solutions to host children of coffee pickers who would otherwise accompany them to the fields. The most vulnerable group is the Mam people.

As mentioned in previous reports these Mayan families migrate to pick coffee in farms away from their homes for several months within the year. Usually they take the entire family along, making it more difficult for parents to send their children to regular school.

Now they have a place where they can leave their children while they harvest thanks to Coffee Care and Tchibo. We provide a safe place for learning, growing and playing. The programs are completely free of charge and offer nutritional and health benefits in addition to the education program.



B. PROJECT PARTNERS



COFFEECARE

1. **Coffee Care Guatemala:** Created and funded by UNITRADE, Coffee Care is a non-profit association that manages social projects.

Its mission is to improve the quality of life of children and families who live in coffee production areas and supports the education, mental and physical health of children and adults.



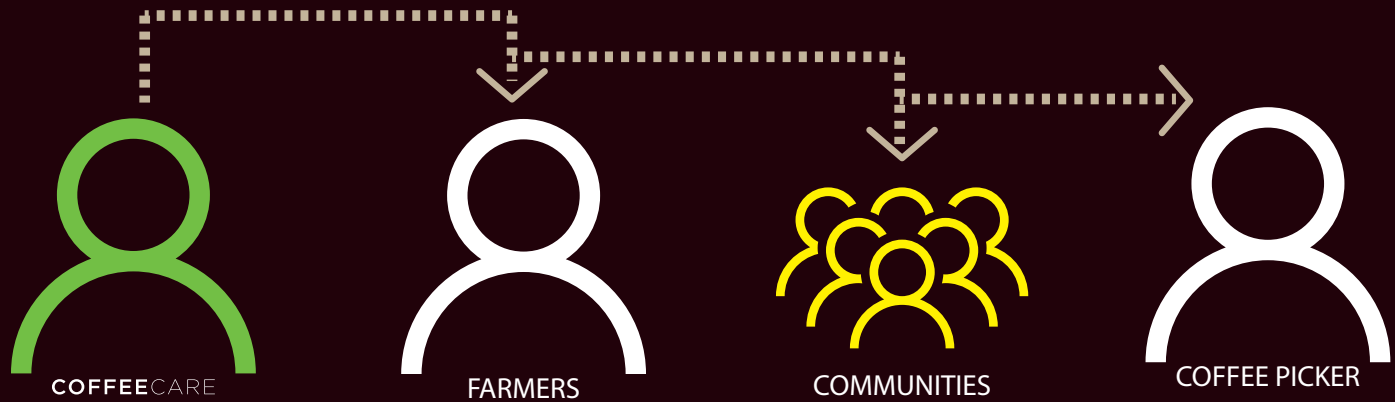
2. **Tchibo:** is the long-standing market leader in the German Roasted Coffee Market, as well as the most trusted brand in this segment. From its Hamburg headquarters, Tchibo has become one of Germany's biggest international retail and consumer goods companies.

The company was established in 1949 and has more than 12,500 employees. It is the world's fourth-largest coffee producer and a leader in the European out-of-home coffee market.



1. General Goal

Redesign our former project in Huehuetenango so it becomes long lasting and selfsustained for different stakeholders in the coffee chain supply.



2. Specific Goals

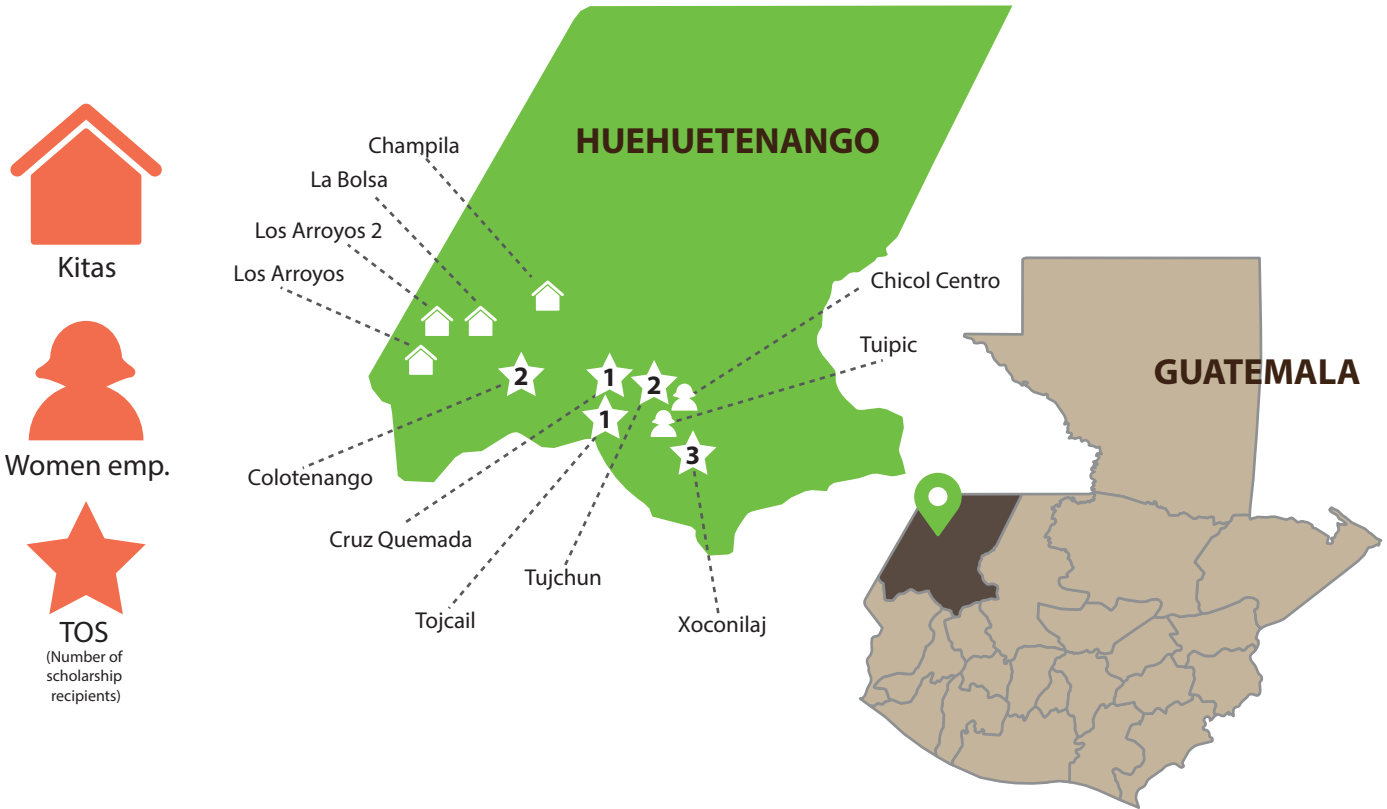
- Train locals on how to run a harvest Season School on their own according their financial possibilities.
- Hand over five development centers to farm owners /or community leaders by the end of the harvest season 2020.
- Support the proper operation of the Kitas, offering different alternatives for local and migrant children.
- Reduce the number of children on coffee plantations.
- Establish women-lead companies that generate additional income for coffee dependent families.
- Prepare an annual program to integrate and improve the opportunities, current education and nutrition of the 12 scholarship holders
- Create a video with testimonials and interesting results.



II. THEORETICAL FRAMEWORK

A. STUDY AREA

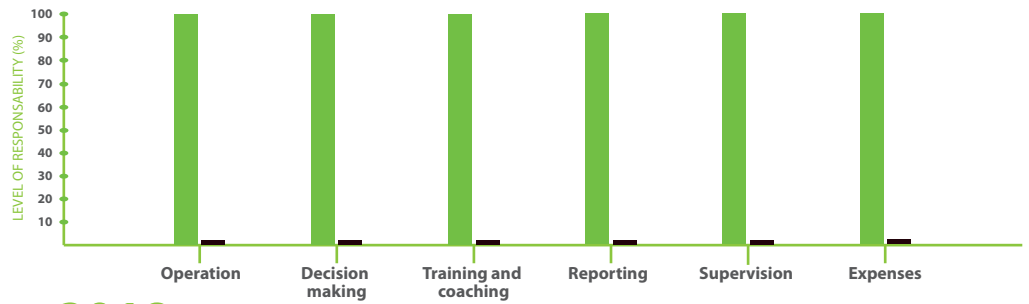
Huehuetenango is the name of one of the 22 departments that build up the Republic of Guatemala. It is known by the locals as Huehue, and its economy depends largely on agriculture, for the most part on coffee. The projects are based in different regions of Huehuetenango: La Libertad, San Pedro Nectá, Santa Barbara, among others.



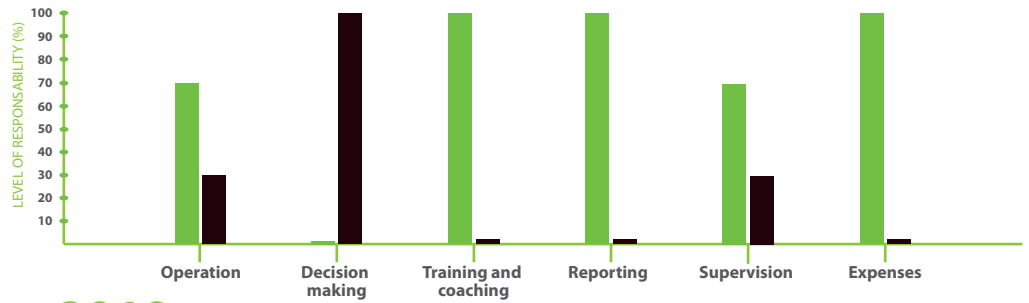
C. ACTION PLAN 2018 - 2020

1. Kitas 2018 - 2020

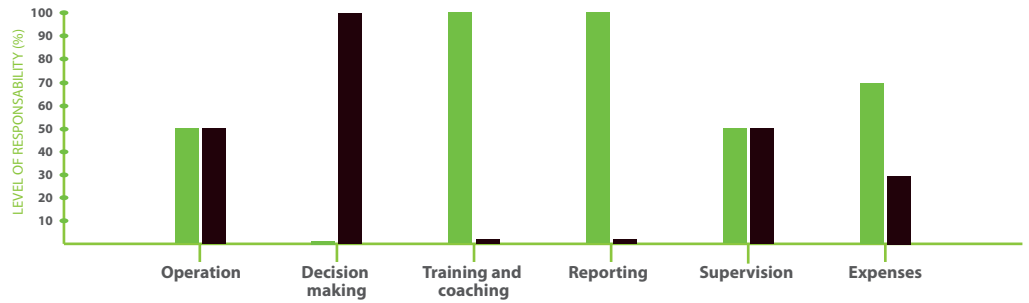
2012-2017



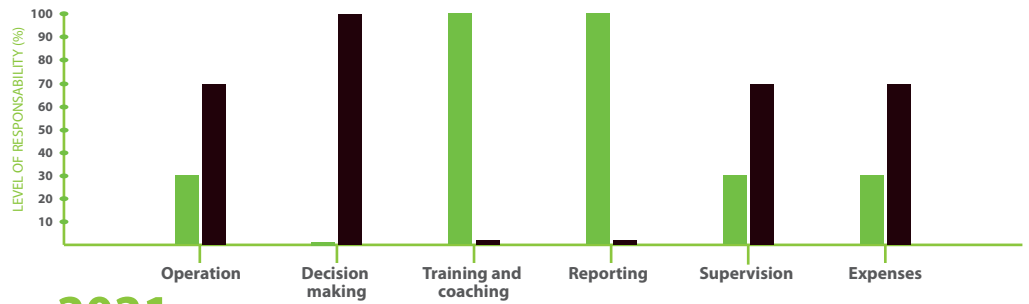
2018



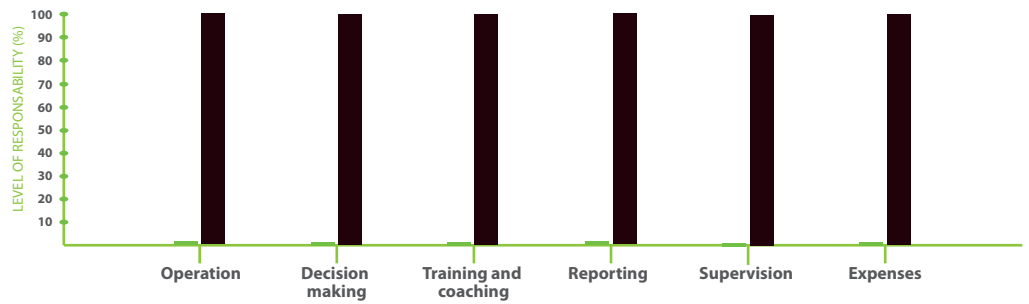
2019



2020



2021



OWNER



COFFEE CARE



C. ACTION PLAN 2018 - 2020

2. Tchibo Outstanding Students (TOS) and Tchibo Empowerment of Women (TEW)

A few years after we started the Kita project, we realized that some kids had uninterruptedly attended, returning to our program faithfully year after year. We wanted to learn more about them and their families, tracking them back to their original homes. Most of them came from Santa Barbara. Eventually, we offered them a scholarship so that these kids could keep going to school. This is how the TOS program started, the name making reference to those (Tchibo) Outstanding Students.

In addition, we realized that their mothers and other local women in Santa Barbara needed income generation opportunities. That motivated us to start our bracelet project, creating a (Tchibo) Empowerment of Women program, or TEW.

TOS

2018

- Reinforce the education, nutrition and health.
- Create a model that increases the income of the scholarship recipient's families.



2019

Perform improvements according to the results from previous years.



2020

Perform improvements according to the results from previous years.

TEW

2018

- Establish two women-lead companies.
- Find alliances to raise awareness among women for better opportunities.



2019

- Follow up the two companies.
- Establish two new women-lead companies.
- Reinforce alliances and create new ones if necessary



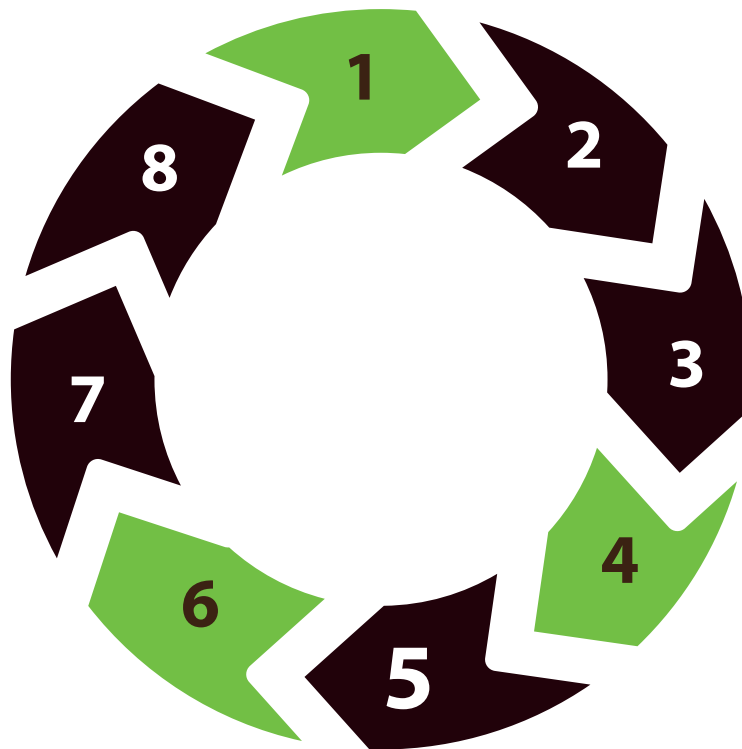
2020

- Establish new markets.
- Provide continuity and reinforce the project.
- Present final results.
- Prepare new proposal.



A. Kitas

1. Hand over the development centers



1. Meeting with 6 locations to present the self-sustainable project and find out if they have the possibility of sustaining the project economically. Four locations are ready.
2. Each owner selected the criteria of the Kita they can afford.
3. Teachers' training.
4. Coordinators' training (inventory, control and order tools).
5. The Kitas started, the farmers were asked to visit the facilities to check that all the elements they chose were in place.
6. Adapt the purchases methodology to each place.
7. Equipment inventory. Each farmer is responsible for the equipment.
8. Meeting with the owners to present the final and financial results.



Kita's methodology - the producer is responsible to implement it year by year

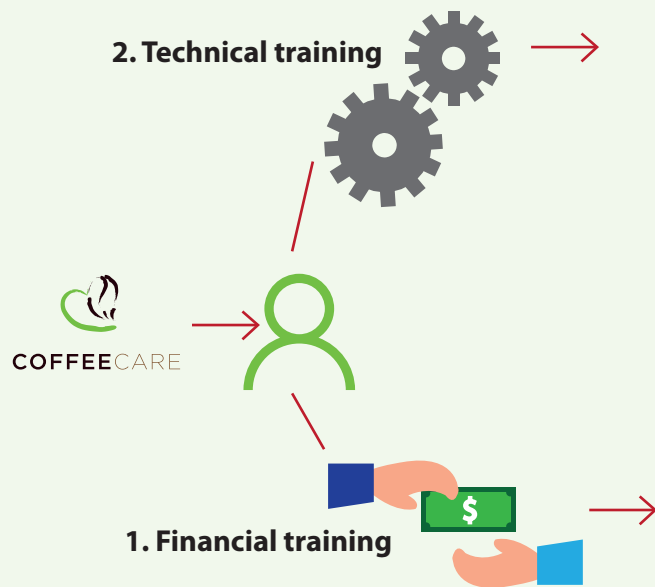


Coffee Care responsibilities for the transfer of the methodology.



III. RESULTS

2. Training the local to run the center



Coordinator teacher:
Responsible of executing the project in the Kita.

- a. Weekly inventory.
- b. Purchase and order supplies.
- c. Personnel management (roles and responsibilities).
- d. Achieve the expected results of each axis established by each farmer.

Farm administrator
Responsible of approving all purchases.

- a. Initial purchases.
- b. Purchases during the project (monitoring the use of inputs).
- c. Reception of the final inventory.

Acceptance letters from the producers

From Sergio Martínez:

"¡Buenos días Michelle! Como habíamos hablado si se va a seguir con la guardería solo con unas modificaciones se va a seguir con el plan de educación y alimentación quitando talleres del Intecap."

"Good morning Michelle! As we talked, we will continue with the Kita program with a few modifications. We will continue with the education and nutritional plan and remove the workshops from Intecap.

From Otto Villatoro:

"Estimada Michelle para darle seguimiento al tema de Guardería quiero comentarle que estoy en la mayor disposición que el proyecto continúe en mi finca, por tal razón y en atención a su solicitud estaría recortando 2 programas que nos brinda el Intecap, así también quitaría la enfermera y la capacitación de primeros auxilios."

Agradezco la confianza y el apoyo que me han brindado hasta ahora, quedo a la espera de sus comentarios, saludos cordiales."

"Dear Michelle, to follow up on the Kita's program, I want to tell you that I am in the greater disposition to continue with the project.
For this reason and in response to your request
I would be cutting 3 Intecap programs,
as well as the nurse and the first aid training.

I appreciate the trust and support you have given me so far,
I look forward to your comments,
Bests regards!"



III. RESULTS

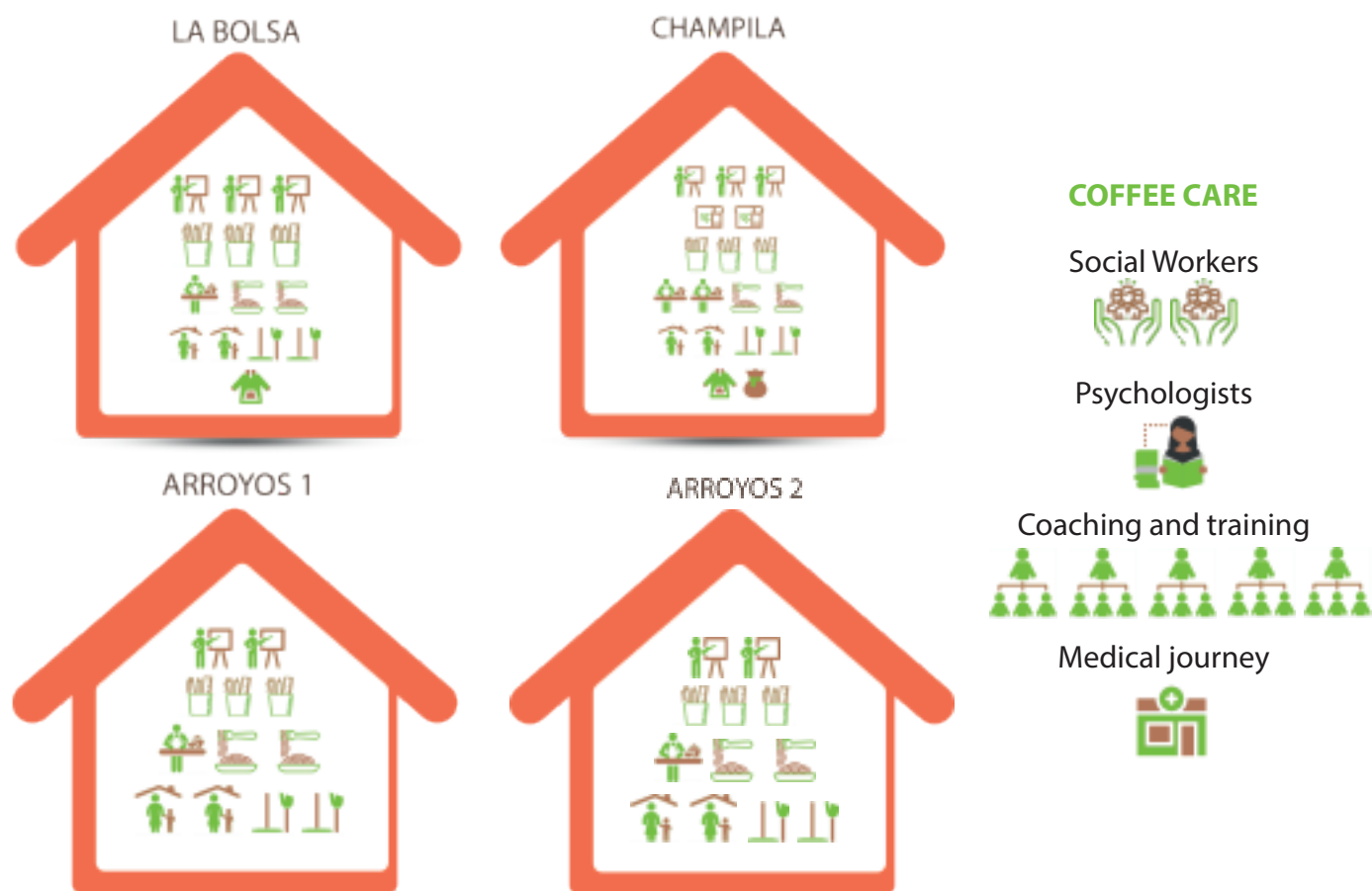
3. Development centers properly operating

From 2012 to 2017, Coffee Care was responsible of all the expenses and decision making. The benefits offered in each Kita during this period were:

Teachers		Breakfast and lunch menus	
INTECAP Seminars		Sweater incentives	
Educational supplies		Beans and rice weekly incentives	
Social workers		Nannies	
Cooks		Hygiene supplies	
		Nurse	

The detailed expenses were explained to the representatives of the six places where the Kitas were executed so they could evaluate if the project continuation was feasible with the new approach.

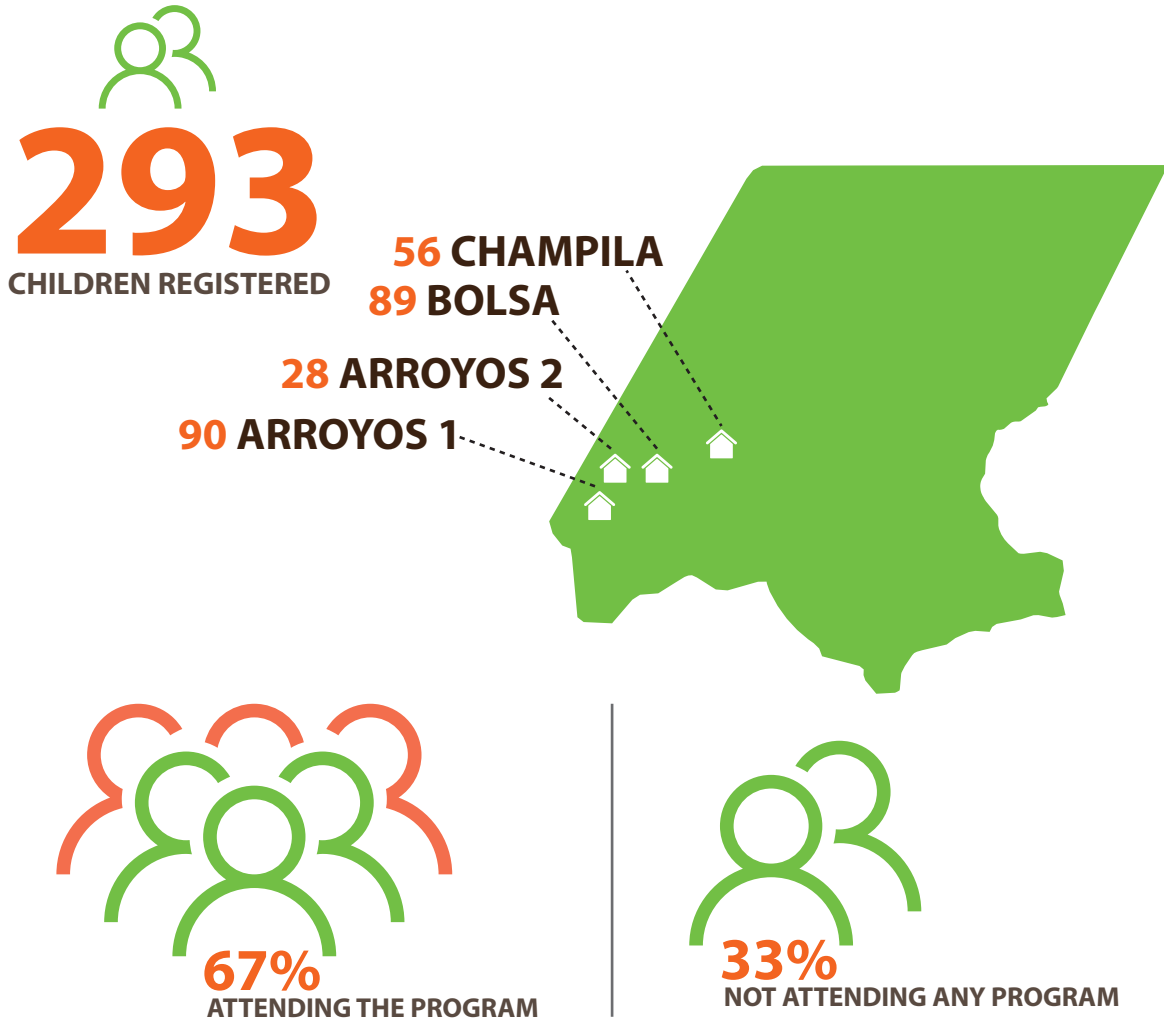
The four farm owners decided to continue with the project and the 2 communities decided to put an end to it because they did not have the financial resources to support it. The following charts show the elements selected by each Kita, as well as the elements that Coffee Care added to the project.



III. RESULTS

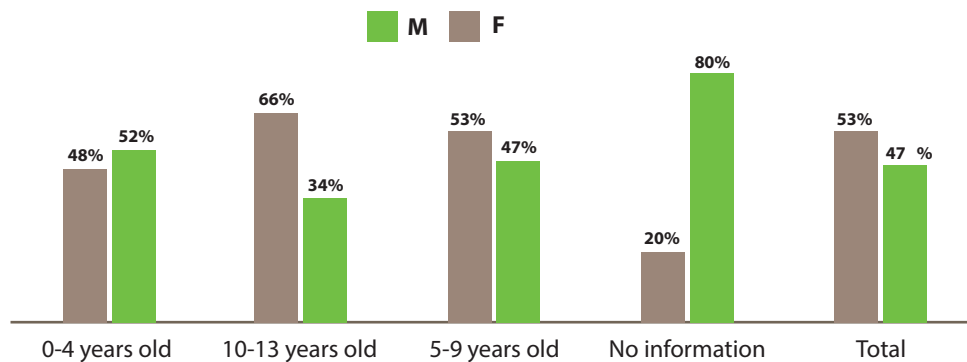
4. Reducing children labor

We visited 247 families that were temporarily living in those farms. They had 490 children younger than 14 years of age, of which 432 were between the ages of 2 and 13 years of age, representing our target population.



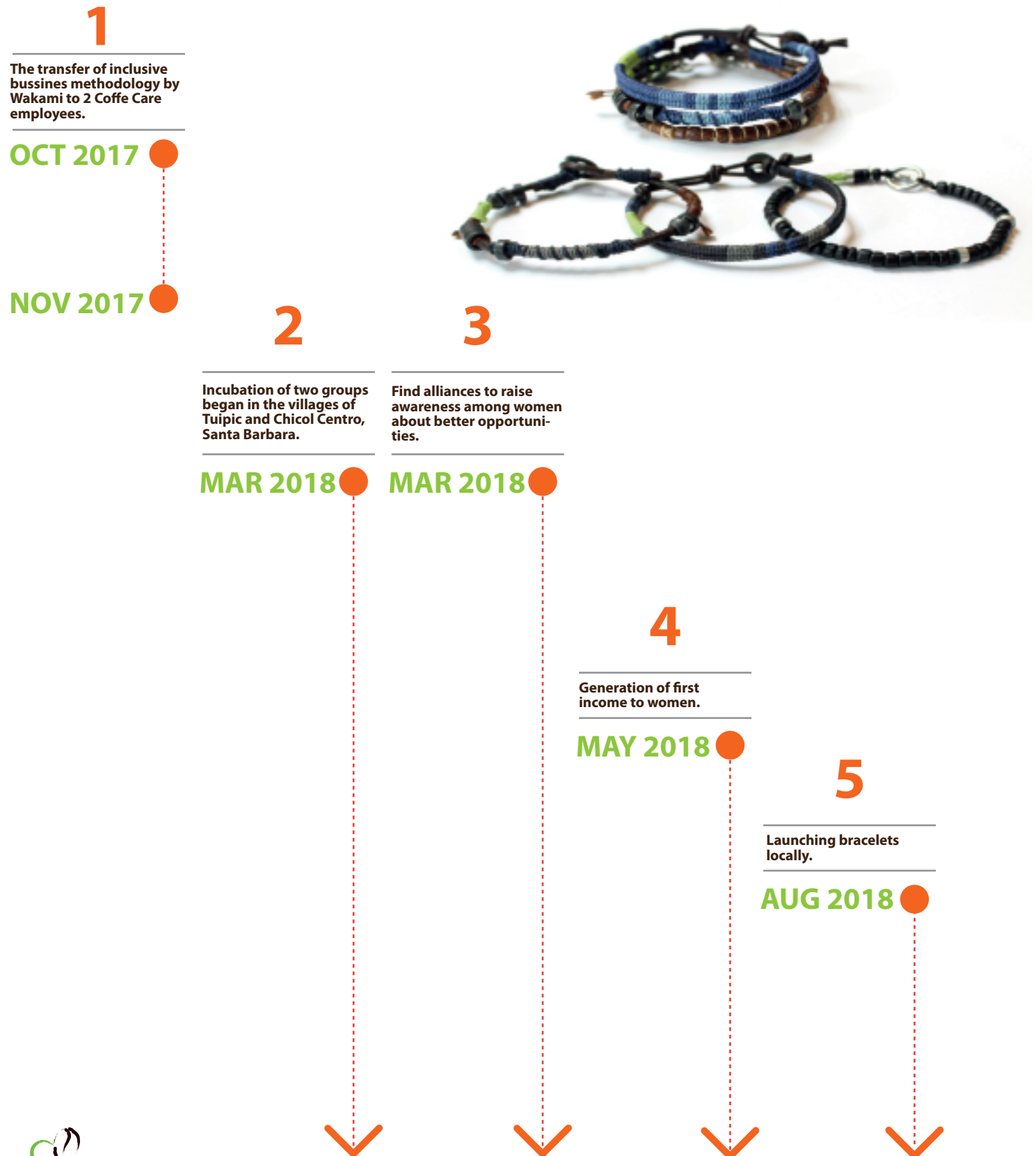
From the registration forms, we can deduce that in 2018, 293 children were registered in the program. 288 of them were between our target ages (2-13 years of age) and 5 of them were babies, who could be registered under the condition that a older brother or sister had to take care of them.

AGES BY GENDER



B. TCHIBO Empowerment of Women (TEW)

In order for the women companies to succeed it is necessary to establish the key activities to sell the product in different markets, a new challenge for Coffee Care.



C. TCHIBO OUTSTANDING STUDENTS (TOS)

1. 2017 Results

	SCHOLARSHIP 2017	PASSED THE SCHOOL YEAR	WENT TO THE KITAS	STARTED SCHOOL 2018 (Month)	SCHOLARSHIP 2018
1. Blanca	✓	✓	✓	Graduated 6th grade, she won't continue studying; but the siblings will do.	✓
2. Dora	✓	✓	✗	February	✓
3. Ever	✓	✓	✗	January	✓
4. Nancy	✓	✓	✗	January	✓
5. Isabela	✓	✓	✗	January	✓
6. Yohw	✓	✓	✓	End of March	✓
7. Wendy	✓	✓	✗	January	✓
8. José Armando	✓	✓	✗	January	✓
9. Sindy	✓	✗	✗	January	✓
10. Tito	✓	✓	✗	No, the family migrated to the coast and he was not able to continue his education.	✗
11. Edgar	✓	✓	✗	No, preferred to work instead of studying.	✗
12. Vilma	✓	✓	✗	No, preferred to work instead of studying.	✗

2. Scholarship kit 2018.

In June 2015, a Scholarship Program was created to benefit 12 children that had participated and attended the Kitas since the beginning of the project.

However, in 2018 the scholarship will be addressed to all the members of the family according to their needs and aspirations.

PARENTS

Workshops based on "my family dream".



ALL CHILDREN

Workshops based on "When I grow up I want to be a ..."

Medical appointments and medicines when needed.

Children attending school. ✓

School supplies. ✓

School snack. ✓



IV. CONCLUSIONS

01. Despite the intention of Coffee Care to carry out the project in all 6 locations, only 4 of them chose to continue.
02. None of the 2 communities believed they could find the economic resources to finance the operational costs.
03. All 4 operating Kitas are located inside private farms.
04. In 2018, 67% of the children living inside the farms joined the program – the highest percentage in our history.
05. Only 1 out of the 12 scholarship recipients did not pass her school year.
06. Nine of them kept going to school during the harvest season, 7 in their own towns, and 2 at our Kitas.
07. In two cases their parents took them to the coffee plantations, and one of the scholarship recipients moved to another town, making it impossible for our social worker to track him.
08. As two families decided to take their kids to the fields, they lost the scholarship.
09. The Tchibo Empowerment of Women program started in two communities in Santa Barbara already: Tuipic and Chicol.
10. Over 40 women are currently involved, already producing their first commercial product.





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