

Annual report 2017



COFFEECARE





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Our directors

Guatemala is a beautiful country rich in colorful markets, mountains, jungles, volcanoes, lakes, Mayan ruins and other treasures. This country is often referred to as the Land of Eternal Spring because it feels like paradise. Nevertheless, Guatemala faces several challenges, especially in rural communities where there is no access to drinking water, electricity, schools or health service, yet.

Coffee is the 3rd largest economic activity in our country, providing job opportunities for a large portion of the population and aiding development in small communities. However, many women and men need to migrate to large plantations to pick coffee during the harvest season taking along their whole families even when this income is temporary and sometimes not enough. In general, the demand for certified coffee is rising substantially, but the coffee pickers continue to be the most vulnerable group in the coffee supply chain. The options to improve their quality of life are limited and this is why Coffee Care has placed a special emphasis on them.

As a personal goal, I want to be surrounded by people that make me grow every day, so that I can work on my best self. I have the ambition to become an agent of change for my country, to be able to work on projects that provide opportunities for the people that were not as lucky as I am. I define that luck as being part of a family that believed in the advantages of having a good education.



I am an adventurous person who loves my country, my land, and above all my people. So I can proudly say that I feel privileged to work with a team that has the vision of a better Guatemala, a team that dreams to live in a country with education, health, nutrition. So that, all of us as humans can enjoy the richness and resources that our land has to offer.

Michelle

Michelle Nanne
Executive Director

Guatemala coffee is mostly produced by small farmers in remote areas of the country, areas in which support to producers in every aspect of the crop is very low or inexistent. These are the reasons why Coffee Care focuses their effort and work to help the more needed farmers to produce more efficiently and have a better income.

Santa Barbara Huehuetenango has been known as a place where there is no government support or NGO's projects to help develop the region. The potential of the quality of the coffee is excellent where the farms go from 1700 meter above sea level to 2400 meters above sea level. The farmers learned to plant coffee migrating to the big farms in the harvest season, they now do it like the "patron" does it in the farm. The basic knowledge in how to grow a coffee plantation and how to transform the coffee in the manual mills are almost nonexistent.

The main objective of our latest project is to make a real impact in Santa Barbara region where the farmers learn to manage their coffee plantations and produce an excellent coffee given them and their families a better income for a better livelihood. Every farmer have a training once a month in the different stages of the coffee plantation, from the seed to the final product. This is possible working together with foundations, companies and the communities in Santa Barbara. The change needed is huge but working with the goal of having a better Guatemala and focusing in the more needed areas the change is closer.



Bobby SR

Bobby Sandoval
Executive Director



Introducing our team

Huehuetenango's supervisor

Lesly Noemi Palacios

Lesly is a 29 year old resident of Huehuetenango, Huehuetenango that has been part of the program for 3 years.

“My professional and personal satisfaction is to work on projects that ameliorate the inequality, poverty and discrimination existing in the country. These conditions cause limited living conditions especially for women and children and with my participation I contribute to reduce these problems considerably.”

Mataquescuintla, Jalapa supervisor

Brenda Leticia Vivar Lucero

Brenda is a 28 year old resident of Mataquescuintla, Jalapa. She has been working for the program for the past 6 years.



“What I love most about my job is being part of a team that helps children in need in different communities. I love being part of the solution. Their smiles let me know that I am generating a positive change in our country, Guatemala.”

Santiago Atitlán supervisor

María Quiejú Mes á de Sojuel

Marla is a 42 years old residence Santiago, Atitlán. She has been working for the program for the past 4 years.

“Community work is a wonderful profession because I am healing people who have no access to a proper education”





Our success stories

Doña Eluvia Perez,

“Nancy Perez is one of the beneficiaries of the TOS Scholarship program. Doña Eluvia, Nancy’s mother, lost her husband a few years ago which forced her to work to support their four daughters. She was originally hired as a nanny in one of our day cares in Peña Roja community. In 2017 she remarried, and despite the extreme machismo existing in her community, she mastered leadership and empowerment skills that allowed her to motivate her partner to participate in the alphabetization program “CONALFA”. During this time, I have been able to witness the improvement of her family’s living conditions. The education and wellbeing of her daughters are now her priorities”.

- Lesly Palacios, Huehuetenango’s supervisor.



Evelyn,

“At the beginning of 2017, Evelyn was registered at an elementary school in Jalapa. She was 8 years old, very tiny, her belly was big, with short hair like a little boy, and she used to wear a hat every day. The teacher waited patiently for her to open up, until finally one day Evelyn had the courage to tell her teacher that she was not having breakfast at home. Since that day, her teacher helped to improve her nutrition and hygiene. After being a sad little girl, Evelyn is now happy and smiles every day. Thanks to Coffee Care’s support, Evelyn and many other children have a smile on their faces because they have a safe space where children can find what they sometimes lack in their homes.”

- Lesly Palacios, Huehuetenango’s supervisor.



Waldemar Jacobo Revolorio, Mataquescuintla, Jalapa.

“Waldemar is a fourth-grade student who attends El Pajalito elementary school. He suffered from an eye disease that did not allow him to develop properly, or perform regular activities for a long time. Due to his family’s economic situation, his discomforts were not a priority, and he was never diagnosed. With the support of one of Coffee Care’s medical missions, the doctors were able to identify a dermatological condition that was affecting his eyes and sight. He received proper treatment which allowed him to improve his academic and personal performance at school.”

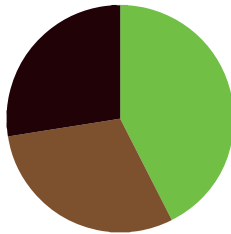
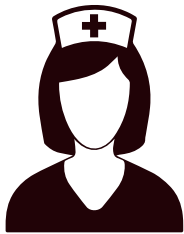
- Brenda Lucero Vivar, Jalapa’s supervisor



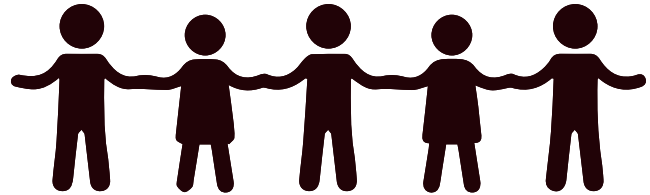
Projects in Huehuetenango

Clinic

Since 2004 El Paraiso clinic provides health services and medicines at a very low cost. Our clinic uses the profits to sponsor projects chosen and requested by the community.

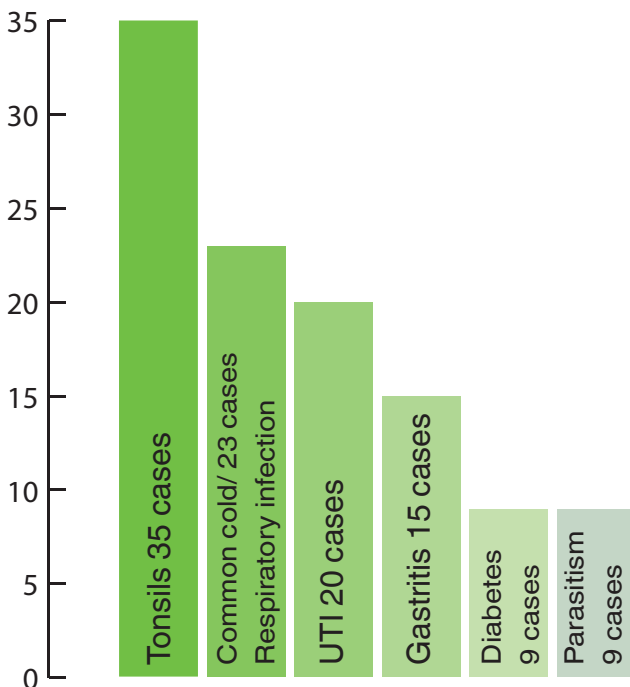


- 42.5% Nurse's salaries were sponsored by Caribu
- 30% Nurse's salaries were sponsored by Serenguetti
- 27.5% Nurse's salaries were sponsored by Peets Coffee

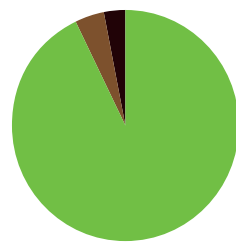


Approximately 500 children from 6 public schools receiving vitamins and deworming.

Common diseases treated:

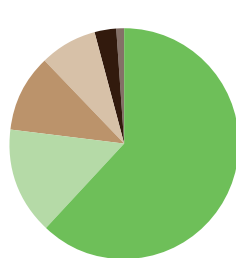


Clinic revenue



- 93% Sales of medicine
- 4% Medical consultations
- 3% Other services

Clinic Expenses



- 62% Purchase of medicines
- 15% Community projects
- 11% Travel and bonus expenses
- 8% Electricity, tel. gas and internet
- 3% Maintenance of the clinic
- 1% Purchase of dewormers of schools



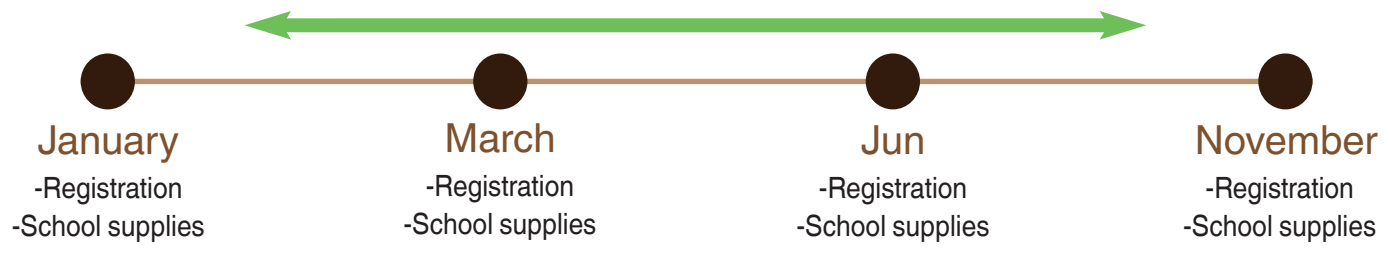
January to October 2017 13237 medications sold and 359 consults.




Rescue 10

The “Rescue 10” or R10 scholarship program started in 2015. Its goal is to help students in need to complete or continue their high school education. Such needs range from financial situation, to remoteness, available time, and others. In 2017, nine teenagers were part of this program, and fulfilled their educational goals. This transformed their situation into a promising one by finding appropriate solutions to their needs and the ones in their own community. The scholarship covered:


Education




Health




Consultations and medicines whenever they were needed




Community service and personal growth activities




8 hours per month reinforcing reading, writing and math skills to a 1st grader student.



80-hour entrepreneurship workshop in Huehuetenango.

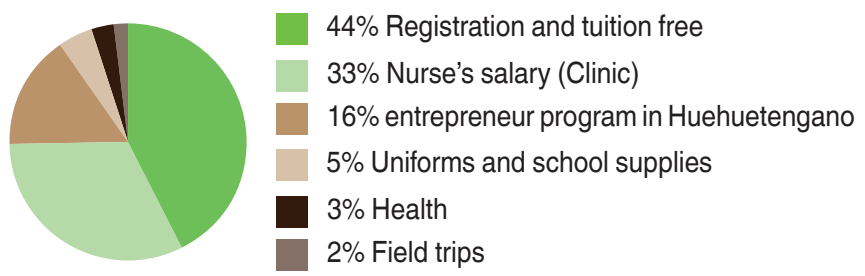


Participating in a monthly talk with peers and representatives of coffee care to discuss relevant themes.



Supporting the association in activities of other programs.

R10 Expenses





Kitas

KITA is the German word for “daycare”. This is a program sponsored by the German coffee roaster Tchibo GmHb, and its aim has been to reduce child labor. Since 2011, over 2000 children have been tended during all harvest seasons, receiving 2 complete meals a day, medicines, care, and education free of charge. These are the numbers for 2017.



5 locations offering the Kitas and



308 children registered in the Montessori program
Ages 1-9

120 children registered in the INTECAP Workshops
Ages 10-16



Medical Check-ups and nutritional follow-ups every 15 days



193 families received monthly social worker visits focused to reduce child labor

427 children received vitamins and 273 received deworming treatment



1859lb of beans and rice given



428 children benefited with a daily breakfast and lunch

Expenses



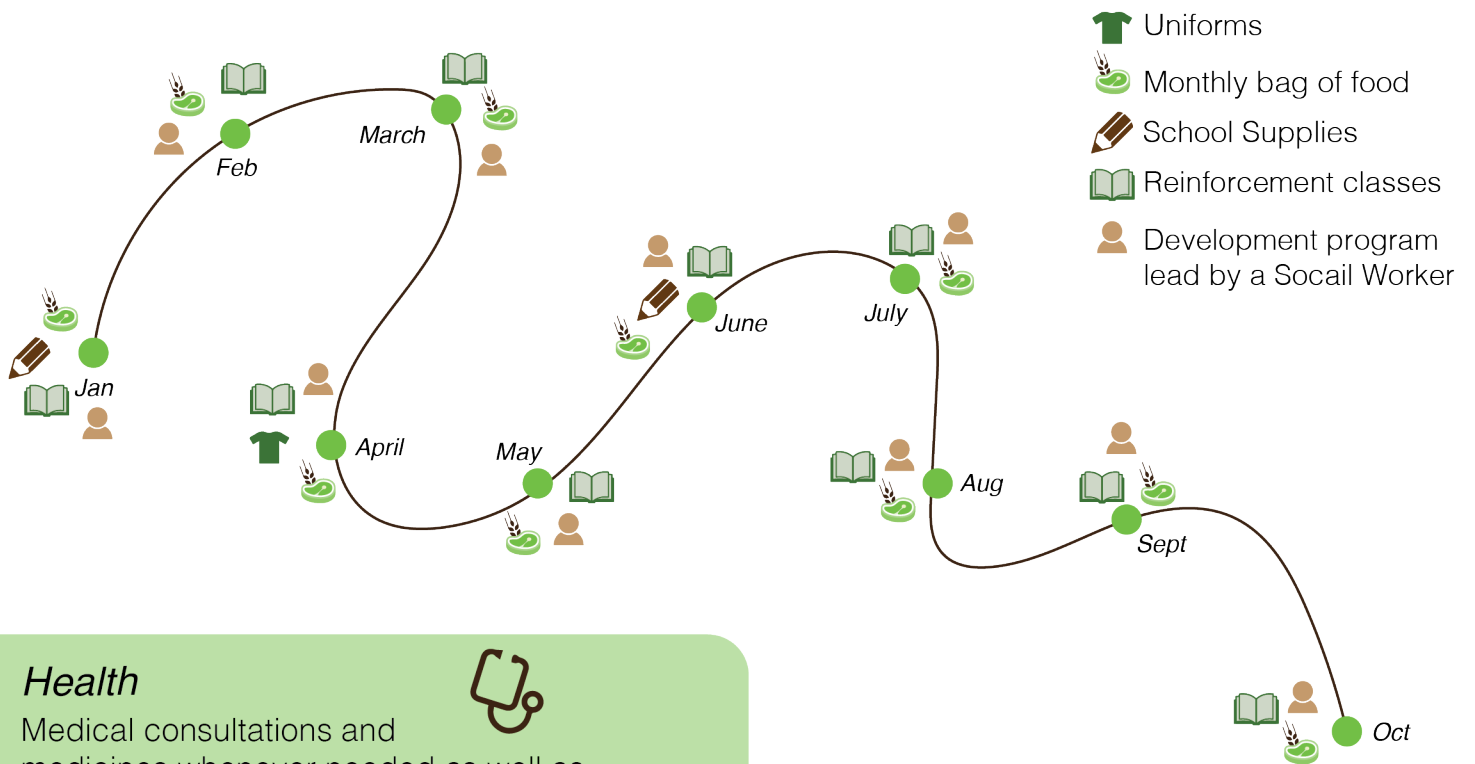


TOS

Tchibo also sponsors scholarships for outstanding children identified at the Kitas. We named this program TOS. The purpose is to support the education, nutrition and health of 12 students all year round, beyond the harvest season.

Education

12 scholarships were granted for outstanding students. As well as academic reinforcement such as comprehensive development program lead by a social worker

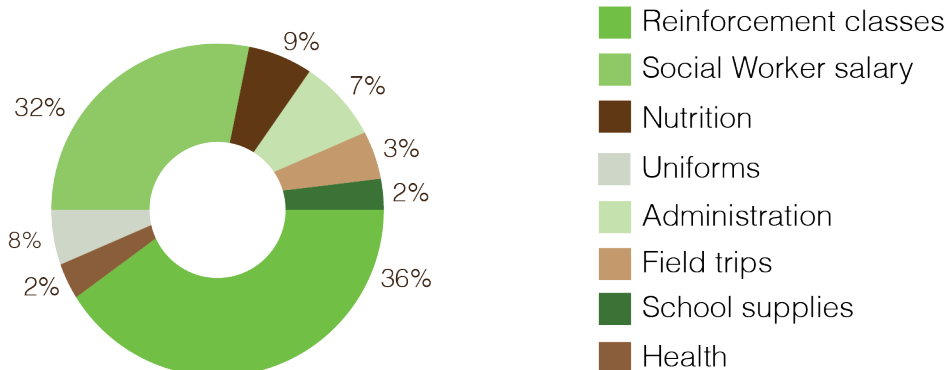


Health

Medical consultations and medicines whenever needed as well as weight, height and body mass index control



Expenses





TCHIBO Empowerment of women (TEW)

In order to make a difference, social projects should be long lasting and self-sustained. With the support of our sponsors, Coffee Care's team adopted in 2017 an "inclusive business methodology" that will help incubate two micro-enterprises lead by women in March of 2018. The purpose is to establish a structure that generates additional income for coffee dependent families in areas where migration is originated. This can allow women to co-finance expenditures in the future, especially during the off season



3 staff members were trained

6 communities in Santa Barbara Huehuetenango were analyzed to be part of the project



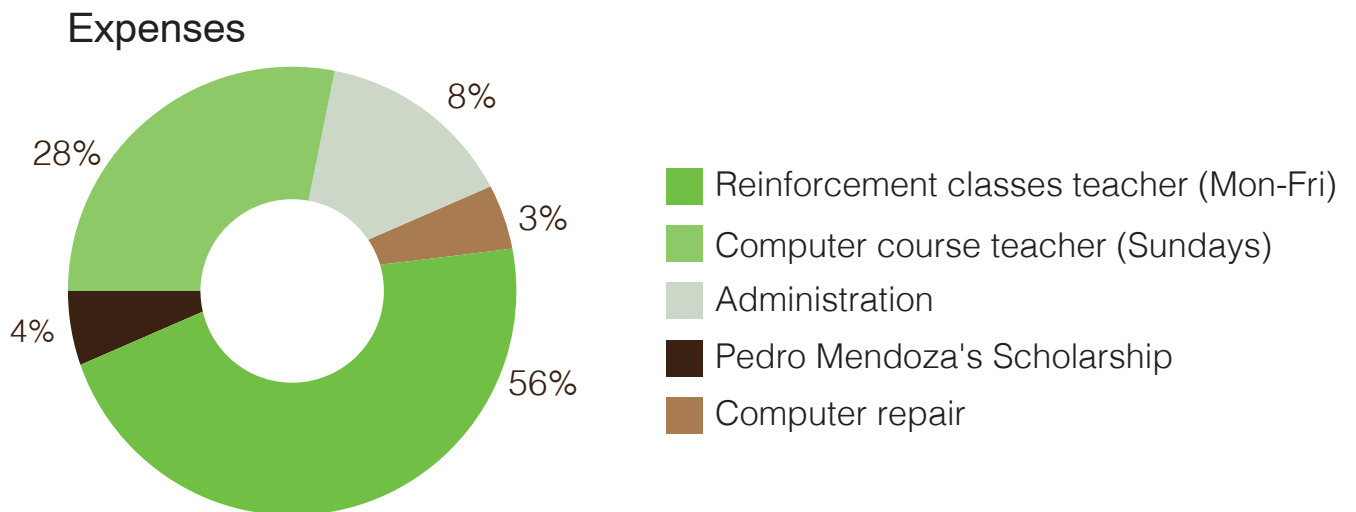


Computer lab

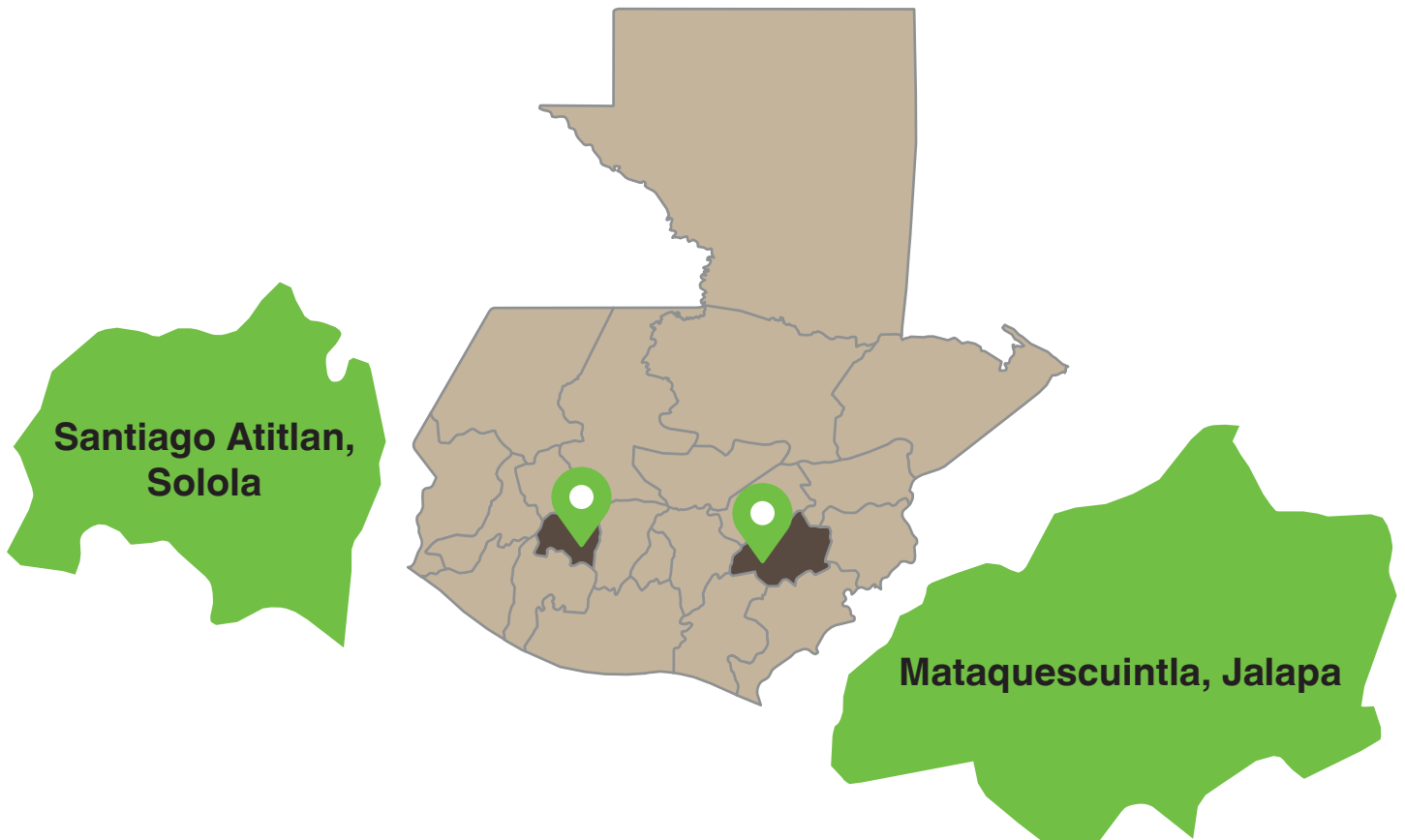
Our computer laboratory in El Paraiso sponsored by Cup for Education is open for children and young adults who want to learn how to use a computer as a tool for learning and communication.

Computer Course: 18 students registered in 2016 and 25 in 2017 (13 children from the local high school taking typewriting classes and 12 children basic computer course).

Reinforcement Classes and technological education for children attending elementary school of El Paraíso: 18 children registered in 2017, most of them have been regular students for several years now.







Projects in oriente and Atitlan



Elementary schools

With the support of The Rogers Family Foundation we have transformed the lives of over 1,000 children in Guatemala. During the last decade, we have provided education, health, and nutrition programs in several communities. We encourage children to graduate and to become outstanding citizens. So far, we have built 5 elementary schools, hired additional teachers when necessary, created and supported a nutritional program, and supported medical missions.



322 children were benefited with a good educational environment and a nutritional program with high values of proteins and vitamins in 2017.



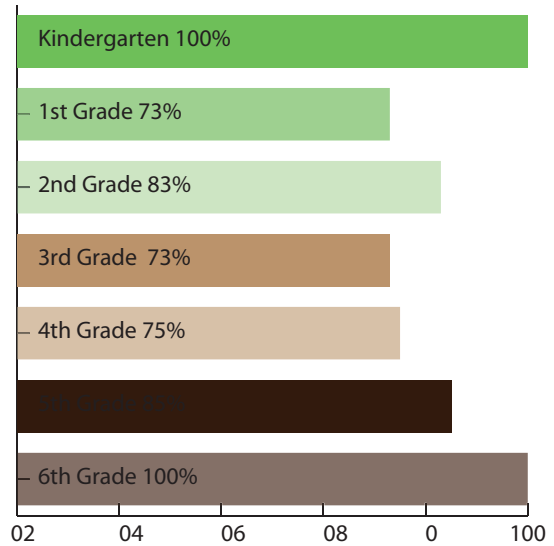
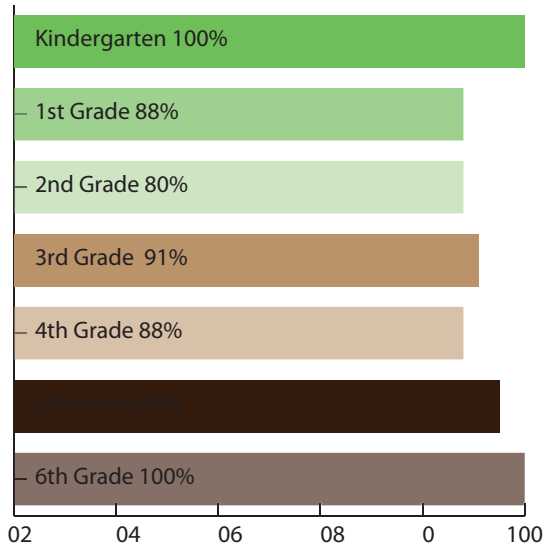
Four staff members are hired to support the programs.

Children that approved the school year

EL Zarzal
El Pajarito
Doña Barbara

San Antonio Chacaya
Atitlán

Mataquesuintla



Health

Dental



Total number of teeth treated

Atitlan 1712

Mataquescintla 3356



% of teeth extracted

Atitlan 44%

Mataquescintla 40%

Total 41%

Nutrition



Total number children assessed

Atitlan 128

Mataquescintla 196



% Malnutrition

Atitlan 0%

Mataquescintla 6%

Total 4%

Visual



from 6yrs old

Total number children assessed

Atitlan 114

Mataquescintla 161



% of children needing glasses

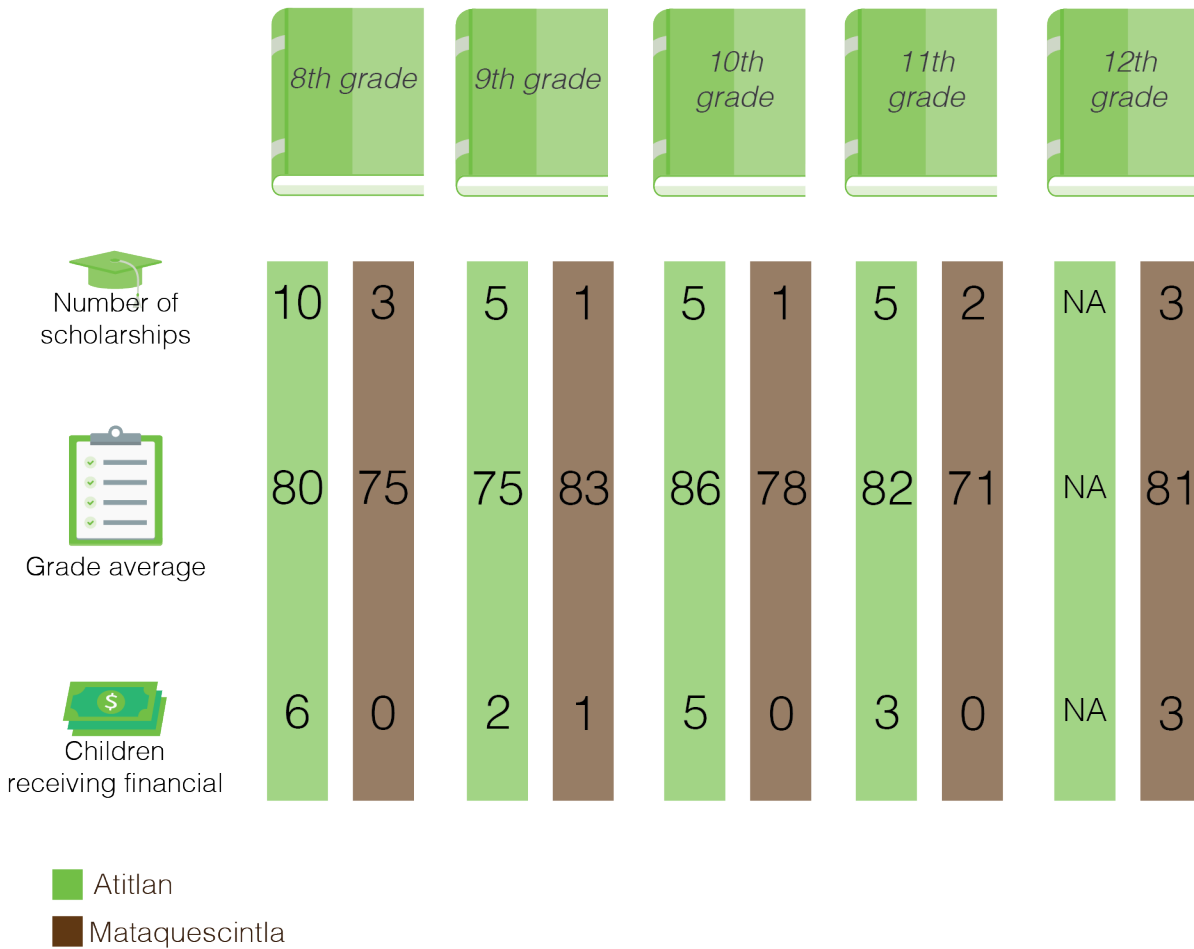
Atitlan 0.09%

Mataquescintla 3.1%

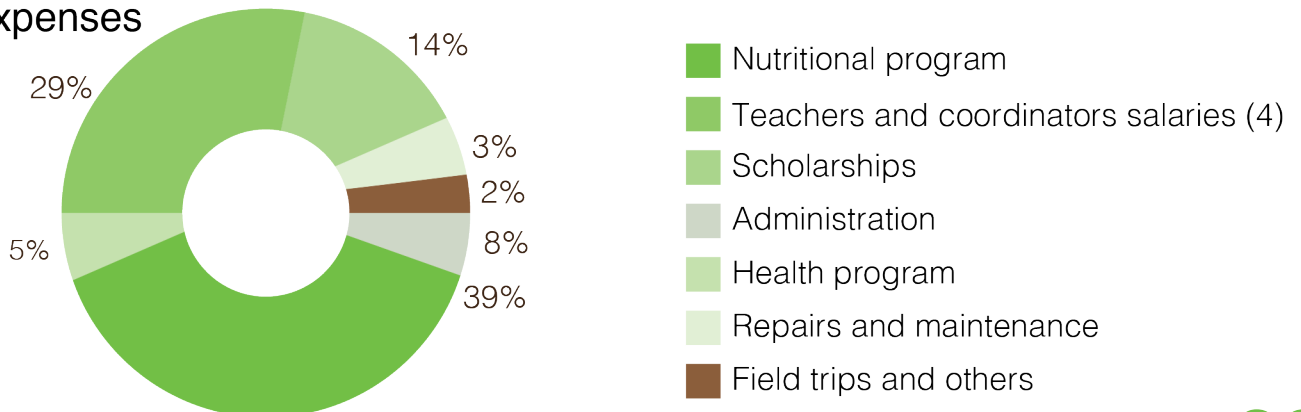
Total 2.2%

Scholarships

The Rogers Family Foundation started a scholarship program in 2012. It is destined to help children who have finished elementary school and want to move on to high school. Benefits vary based on the grades of the student. The scholarship covers their tuition fees and expenses up to \$400.00 a year, plus a monthly bag of food or school supplies with a value of \$10. In addition, if their grades are above average, they receive a variable amount of cash as an incentive to keep up with their good performance.



JBR Expenses





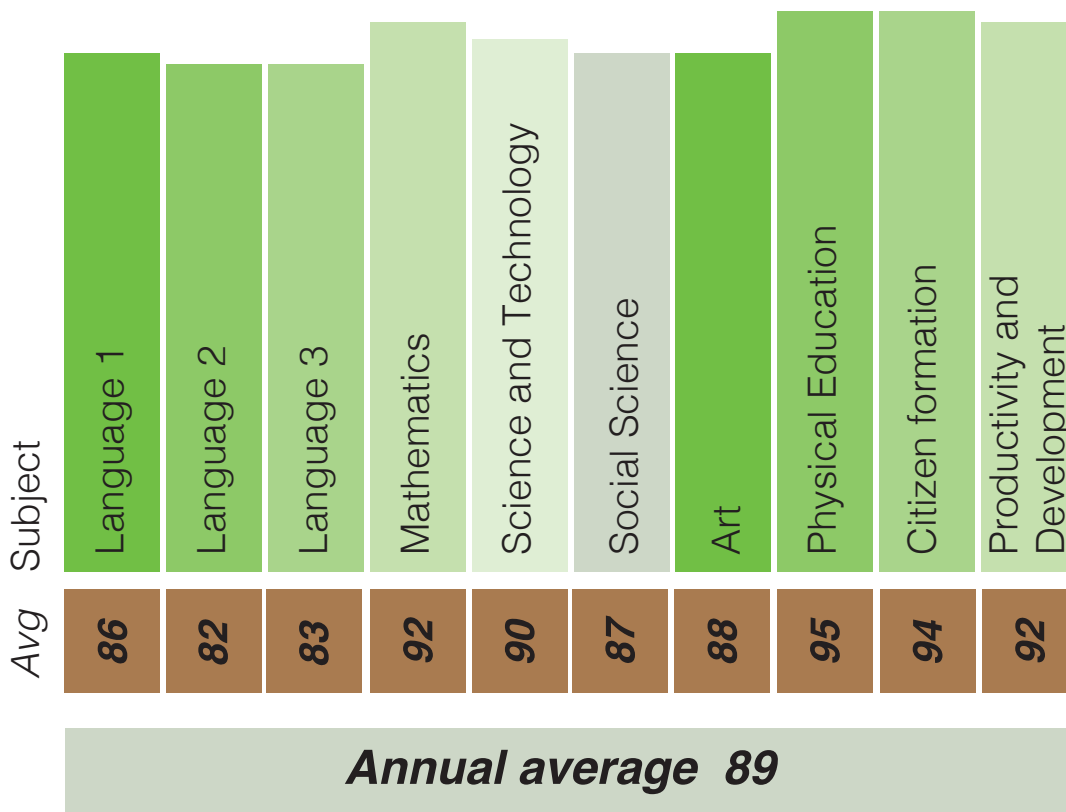


Special scholarships

Cup for education also sponsors an exceptional scholarship.

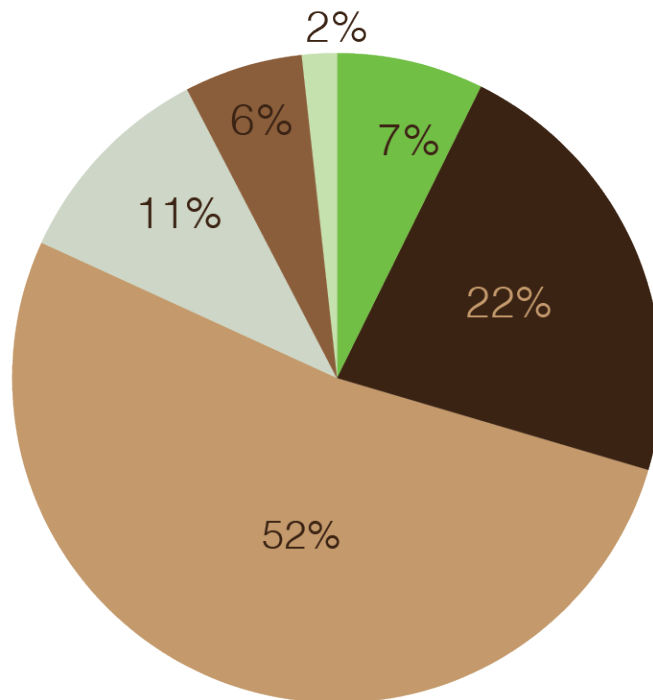
Pedro Mendoza

Was born deaf mute, so he needs a different educational method. Unfortunately, at Lake Atitlán, there is only one preschool with a special education program, which is not located in Pedro's town. His greatest difficulty is the cost of transportation through the lake, since his family has to pay for a boat ride daily. He has been granted a scholarship of Q200 a month, since 2013, which covers the expenses of transportation. Through all these years he has been very responsible, earning great grades.





- Administration Q 179,048.78
- Operations Q 536,947.98
- Project Huehuetenango Q 1,265,537.28
- Project Mataquescuintla Q 257,675.94
- Project Atitlán Q 146,867.77
- Other Expenses Q 34,951.54



Thank you for your support

In December 2017, our team decided to apply for the (US) National Coffee Association Coffee Gives Back Program Showcase and Award. While filling out the application form, I realized how we still had to go a long way to become a more formal, better structured and more professional organization. However, it also made me think of our roots back in 2004, when we were established as the result of an American coffee roaster and a Guatemalan coffee exporter, wanting to build schools in Guatemala, without mixing their economic activities with charity, or social development.

Today, I believe social development and economic activities go hand in hand. There cannot be any social development without investment, nor businesses could achieve sustainability without social fairness. During the last decade, I have witnessed how regular charity has the potential to ruin a whole community. I have seen how well-intended organizations imposing foreign standards can damage local traditions and values, and how those standards can backlash against a sustainable coffee supply chain. I know now that the best way to maintain coffee quality on the long run, is to fairly reward the people involved in the whole supply chain.



At Coffee Care, we strive to provide coffee communities with the opportunities that will improve their quality of life. We do our best to close the gap between unfairness and happiness. And although we still struggle to figure

out how to measure that happiness, or how to rate what is fair, we have some good stories, like the ones on this report, that are starting to shine light, and that make our jobs totally worth it.

We were recently informed that our application for the award was accepted, and for us that is already a win. Though there is still a long way to go, we are extremely proud of how far we have already come. We hope to find more people like our loyal sponsors who have increased our budget twelvefold in the last decade, and who believe in a better coffee industry. If you are one of them, please contact us. I am sure we will do great things together, too.

Crista

Crista Frocea
General Director



COFFEECARE

