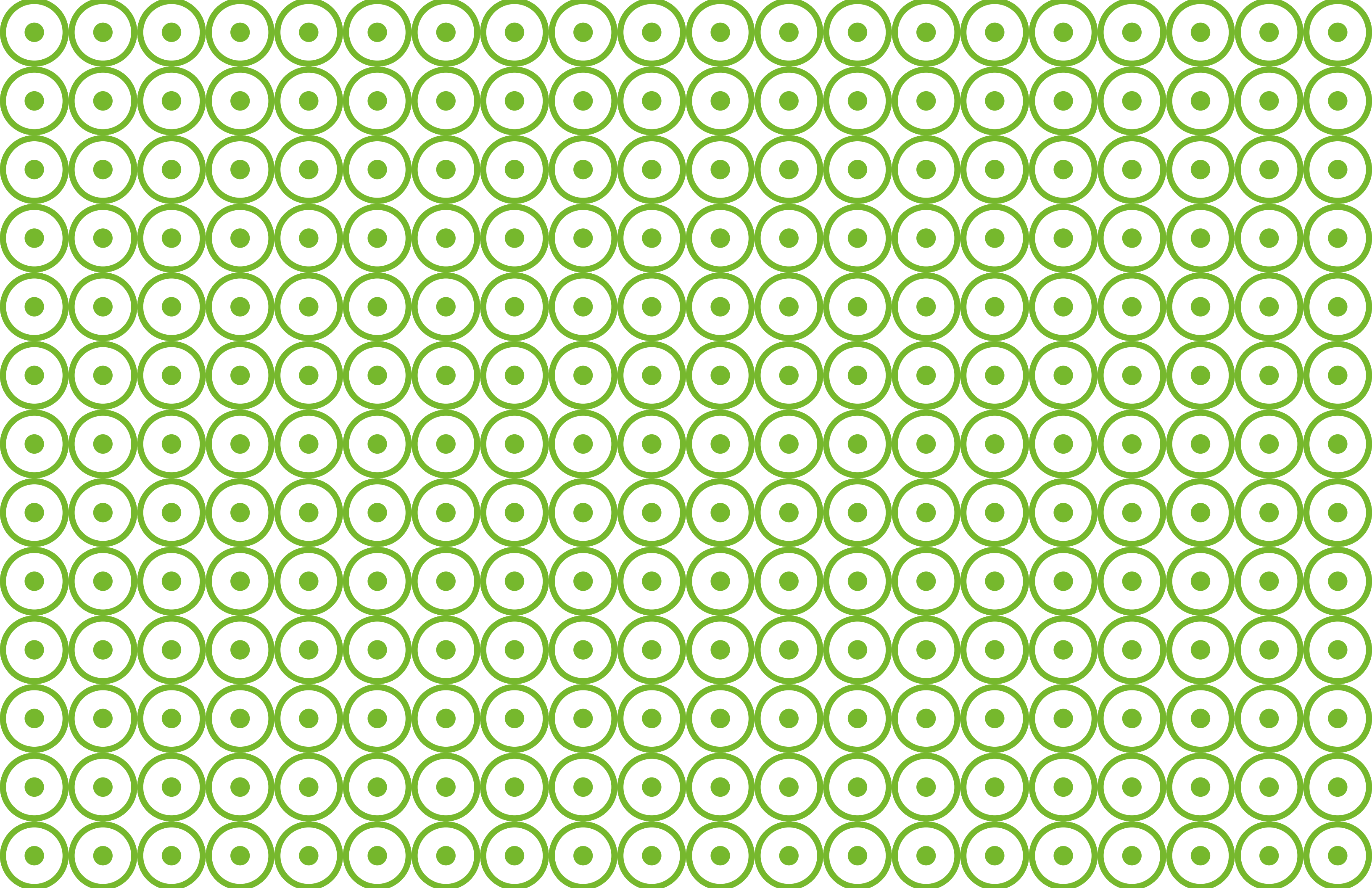


ANNUAL REPORT

2019



COFFEECARE



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At Coffee Care, we are very proud to show you all of the amazing things that have been accomplished during 2019. Small coffee producers from Huehuetenango were able to sell their products at a better price, thanks to the quality of their coffee achieved through our training programs. Female coffee producers successfully finished an entrepreneurship project to start a bracelet business, which hopefully, with your help, will be sold internationally. New Kitás (day care facilities during the coffee harvest season) were opened in Santa Bárbara Huehuetenango so that kids could skip accompanying their parents to work in the fields. And a girls-oriented program, Abriendo Oportunidades, is being very well accepted in the communities where it has been implemented.

These achievements have only been possible thanks to our donors and responsible consumers who are devoted to changing the way the coffee industry has worked for decades. They have shown deep commitment to making coffee harvesting a dignified job for the thousands of pickers and small coffee producers that depend on it. And we could not feel more honored for having the opportunity to propose and apply those initiatives in Oriente, Atitlán, and Huehuetenango, areas that are starting to transform the coffee business culture in Guatemala.

Our goal for 2020 is to broaden our scope of work, and engage in community-level projects, which will bring better life conditions for many. Thank you for your unconditional support, it makes us feel unstoppable.

Crista Foncea
Director



SMALL PRODUCERS

Our project's strategic objective is to improve the production and commercialization of coffee grown by families with limited resources.

01

Tchibo Joint Forces

Initiative: Income generation

Geographic area: Santa Bárbara, Huehuetenango

Since October 2017 we have been training 1,600 small producers on best practices in their coffee plantations. They attend monthly trainings and are taught how to manage a coffee plantation, from the seed all the way to the commercialization of their final product. They are able to sell their coffee directly to the exporter and thus earn more money.

Specific objectives:



Increase producers' yields



Increase coffee quality



Generate more income from their coffee



Get Rainforest Alliance certifications for 1,600 producers



1,600 producers, divided into 44 groups, were trained every month for a period of 2 years, covering an area average of 0.28 ha per producer. The training was delivered by six field technicians, and a collection warehouse was established in Santa Bárbara.



Accomplishments

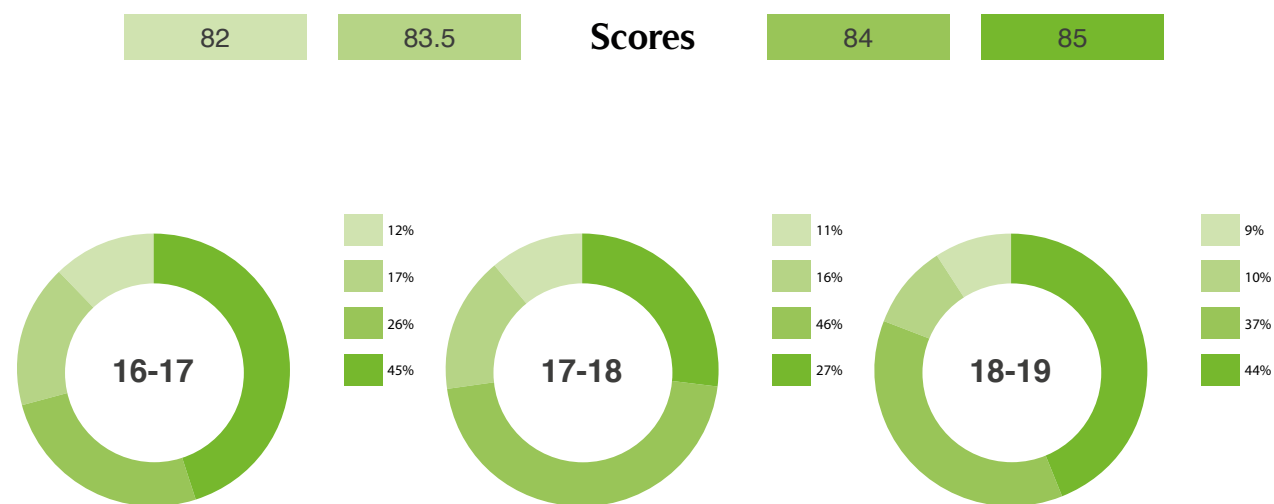
The 24 trainings on best practices delivered to producers resulted in sustainable yield increases.

- Between 2016 and 2017, the harvest yielded 5,200 hundredweight (parchment).
- After a year of training, the 2017-2018 harvest yielded 5,780 hundredweight (parchment).
- The 2018-2019 second project harvest yielded 7,375 hundredweight (parchment).

There was a 27% yield increase in the last harvest.



Coffee Quality



Economic sustainability

Harvest	Amount
16-17	\$25,000
17-18	\$20,000
18-19	\$40,000

Environmental and social sustainability



Trainings included environmental and social sustainability topics.



Producers received 245,000 plants.



Soil analyses were carried out in 44 demonstration plots.



A fertilizer formula was developed for the Santa Bárbara region.



Producers got Rainforest Alliance Certified.



WOMEN

These projects' strategic objective is to strengthen women's capacities and empower them to choose a better quality of life.

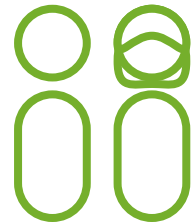
WECARE

Initiative: Income generation

Geographic area: Santa Bárbara, Huehuetenango

From October 2017 to May 2019, Coffee Care completed a training on inclusive business models, with the purpose of learning and being able to replicate the creation and transfer of a business to a group of women.

Specific objectives:



Train two members of the Coffee Care permanent team on inclusive business methodologies, so they can learn from successful models and replicate them with groups of women.



Get an experienced organization to train two groups of women in the villages of Tuipic and Chicol.



Strengthen identified community leaderships.



Define training periods and the transition process.



In mid-2019, the transfer of the methodology concluded and two groups of women in Santa Bárbara, Huehuetenango were formed. During the process, they participated in weekly practical and theoretical activities to learn the business of bracelets elaboration. At the end of the process, we found out there still was a need to strengthen leaders' administrative skills, so there will be some more meetings until they are able to run the business by themselves.

2019 Results:

24 women from 3 different communities (3 from Tuipic, 13 from Chicol and 8 from Cerro Gavilán) participated in the program.

8,513 bracelets were produced and sold in 54 different batches.

A 93% of production quality was achieved.

A total of Q 24,498.20 was generated.

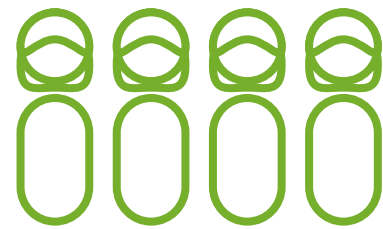
Bakery

Initiative: Income generation

Geographic area: Santa Bárbara, Huehuetenango

One of the lessons learned with the bracelets project was that the key to making an enterprise succeed is the market. We decided to develop a project in which women could be involved both in the production and commercialization of the product.

Specific objectives:



Create a business model plan with a group of women.



Build entrepreneurial skills in women to increase their economic income.



Transfer the business model to a group of women and empower them so they can continue managing it without any dependency on Coffee Care Association.



Rural areas in Guatemala are well known for the daily consumption of tortillas as a staple food. However, the demand for bread is increasing and the supply is low. Taking that into consideration, a business model was created aimed at improving a group of women's income. In 2019, the proposal was made to 5 different communities in La Libertad and Santa Bárbara, Huehuetenango. The selected community to start the first bakery is Cerro Gavilán, in Santa Bárbara. There was a good number of women interested in the project, and they have access to a community space in which production can take place.

We are very excited to start the project in 2020.

03



CHILDREN AND YOUTH

By developing projects for children and youth, our strategic objective is to provide them with the necessary development opportunities so that their future is better than their parents'.

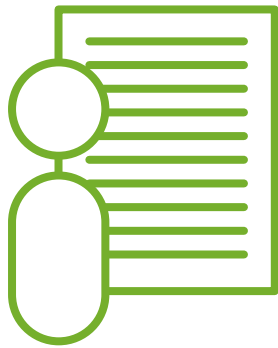
R10

Initiative: Education

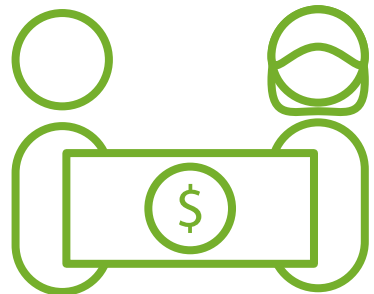
Geographic area: La Libertad, Huehuetenango

The R10 scholarship program started in 2015. Its goal is to help students in need to complete or continue with their education. Such needs include a difficult financial situation, living far away from their school, limited available time, and others.

Specific objectives:



Foster youngsters to achieve their dreams through educational opportunities.



Execute a scholarship program that benefits young people not only economically, but also socially and emotionally.

In 2019, the probability of discontinuing the project was presented, so the scholarship was offered to the scholarship beneficiaries of 2018. We received 5 applications but only 3 of them showed strong commitment and responsibility to continue with their education, and here are the results:

Scholarship

The program covers school enrollment fees, tuition, school supplies and a uniform.



“To complete my dream, I have two years of courses left, the English course and the Seminar.”

Sindy, January 2019.

“I wouldn't like to only graduate from high-school, I want to continue studying in a University because my dream is to become an Expert Accountant and thanks to God and the Association, I'm very close to achieving it.”

Franky, January 2019.



“I want to thank you for the financial support you have given me, not only in economic terms, but also morally. Without you I may not have been able to fulfill my dreams, but thanks to you and the donors I'll finally be able to accomplish one of my goals.”

Lilian, January 2019



Workshops

The Association’s social worker provided key follow-up to the scholarship beneficiaries by doing a home visit every three months and monitoring their grades and potential needs. Some workshops were also held according to their choices. Workshop topics ranged from reflecting on problems such as low self-esteem and the importance of what others say, to teamwork and personal values. Here are the results:

Theme	Activity	Results
I am valuable for being who I am.	Ask what kind of plants they know. Imagine what plant you are considering their physical and emotional appearance; their strengths and weaknesses.	The activity was carried out successfully, although participants usually mentioned many of their weaknesses and had some difficulties expressing their qualities.
I know myself and I value myself	“I am” – positive descriptions of themselves. “I am” – negative thoughts of themselves. Explode the balloon with all the negative thoughts. Stickers – Positive thoughts from people around them.	“We have strengths and weaknesses. We must take advantage of our strengths and overcome our weaknesses.” Franky, July 2019. “We all have strengths and weaknesses; we oftentimes fail to say it and it is on us to overcome our fears and set them aside.” Lilian, July 2019. “Not giving importance to fears is not easy at first but we can certainly do it.” Sindy, July 2019
Perseverance	Keep your eyes on the prize. Participate in difficult activities (build a house with wooden boards, make two clothes with paper, etc.) Write a motivational phrase addressed to themselves. Play Jenga, and use every piece to describe what perseverance is to them.	For all the activities they mentioned how difficult it was and even expressed that it was not possible. But they understood what perseverance is: “It is fighting again and again for what they want. If their dream is the goal, it doesn’t matter what happens, they have to motivate each other.”
Let’s reflect on the following steps	Reflect on the future through different activities, until you reach the end where a balloon integrates your dream. Learning thoughtfulness in each game	The reflection as a whole was that each person makes his way and decides how to reach their dream. “There are several ways to follow our path to fulfill our dream”. Teamwork is important as there are always people who encourage us to do things. In addition, there will always be obstacles, but the result depends on your attitude.



Community Service

Returning something to the community is one of Coffee Care's mottos, since it is the way to close the circle: the beneficiary is being helped, but he is also able to help someone in need within his community. As in previous years, each of the scholarship recipients was asked to find a child who is experiencing difficulties in elementary school. Community service consists of devoting 2 hours per week to tutor a child who is behind according to their teacher.

Comments from parents

"It's great for my child because the school teacher said he was struggling. Sindy teaches him from 1 to 3 and that's improving his grades. Thank God she's here to help my son."

Ester Sanchez Rivas, 2019

Name of the child:

Brandi Villatoro Sánchez.

Name of the scholarship recipient:

Sindy.

Comments from parents

"When I was at home, I noticed Franky's weekly support. He helped Leonardo with his homework and so he passed the school year. I feel happy about it."

Leonardo Domingo Sales, 2019

Name of the child:

Leonardo Domingo.

Name of the scholarship recipient:

Franky.

Comments from parents

"Thanks to Lilian, I am also learning in CONALFA. She also helps my son. It's good to learn."

Martin Cardona García, 2019

Name of the child:

Omar Cordona Pérez.

Name of the scholarship recipient:

Lilian.

Abriendo Oportunidades

Initiative: Education

Geographic area: Santa Bárbara, Huehuetenango y Santiago Atitlán, Sololá

In Guatemala, indigenous girls living in rural areas have the worst indicators when it comes to well-being: little access to education, health, or job opportunities; malnutrition, early pregnancy, and domestic violence, among others.

Abriendo Oportunidades (Opening Opportunities) by Population Council is a program directed at 7 to 17-year-old girls and teenagers living in rural communities. Through the creation of safe spaces and covering varied themes with crafts and games, girls will be informed and educated in relevant topics, seeking to tackle their needs according to their reality. The program lasts 18 months and is divided into 6 modules.

Specific objectives:



Improve the self-esteem and values of girls and adolescents.



Create awareness about sexual and reproductive health for a responsible sex life.



Eliminate fear by promoting the constant participation of girls and adolescents in healthy leadership positions.

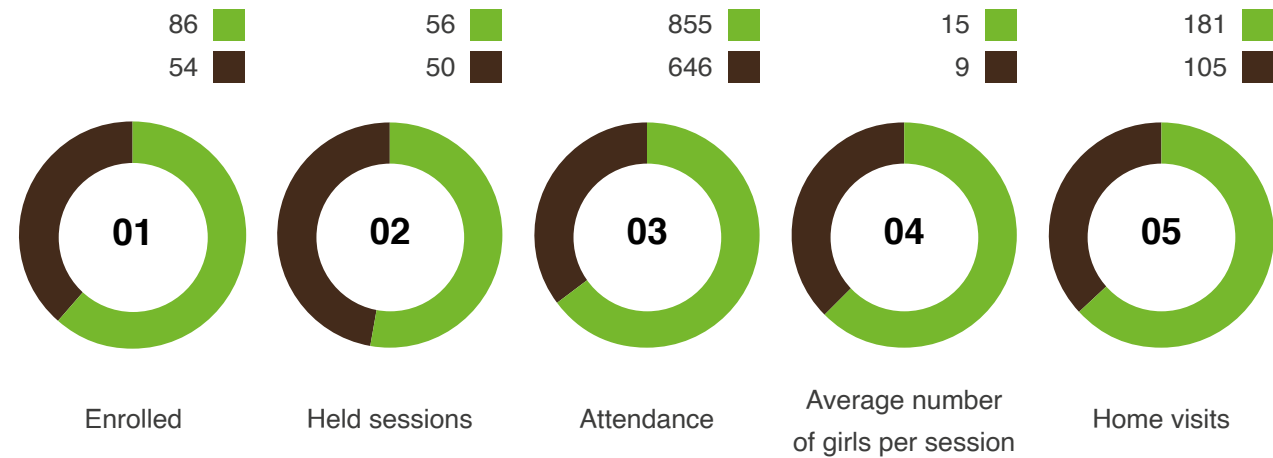


Promote social relations between girls and adolescents to increase their social circles and promote sorority.

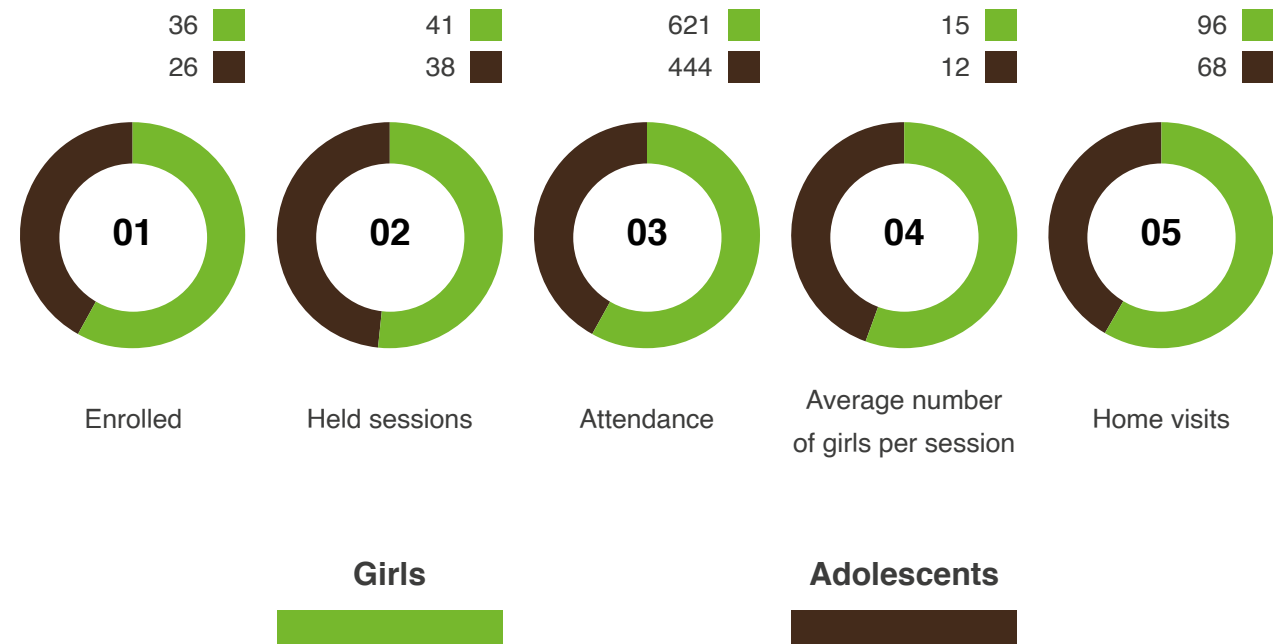


In 2018, we started with the program in Cerro Gavilán, Santa Bárbara, Huehuetenango; and in March 2019 we started it in Santiago Atitlán, Sololá. One of the mentor's responsibilities is to keep up with the attendance of each girl and adolescent enrolled in the program. Whenever there is an absence, she visits their home and finds out what the reason for the girl's absence was, so she can motivate them to continue attending the sessions.

Cerro Gavilán, Santa Bárbara, Huehuetenango



Atitlán



SFBC SCHOOLS

Initiative: Education

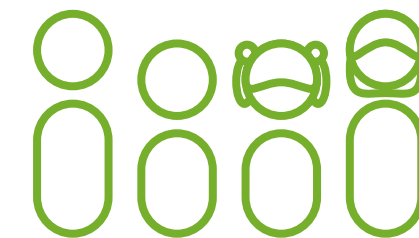
Geographic area: Mataquescuintla, Jalapa and Santiago Atitlán, Sololá

Over the last decade, SFBC schools have transformed the lives of more than 1,000 children in Guatemala. Four elementary schools have been built, and there is a follow-up program that provides support according to each school's needs.

Specific objectives:



Improve the skills, knowledge and values of children attending school.



Involve parents in their children's educational process.



Support a medical and dental program.

Mataquesuintla, Jalapa

	El Pajalito	El Zarzal	Doña Bárbara
Teachers hired	1	1	1
Children enrolled in school	103	76	24
Need covered	Desks purchase School painting	Classroom arrangements School painting Installation of a water tank Gas for spare parts Include a medical mission for parents	Classroom arrangements School painting Installation of a water tank Gas for spare parts Include a medical mission for parents
Medical consultations	87	100	
Dental consultations	109	123	
Hygiene kits given	103	76	24

Santiago Atitlán, Sololá

	Chacayá 2
Teachers hired	0
Children enrolled in school	190
Need covered	Classroom arrangements. School painting. Installation of a water tank. Purchase of gas to make food. Include the parents medical mission.
Medical consultations	479
Dental consultations	326
Hygiene kits given	190

SFBC Scholarships

Initiative: Education

Geographic area: Mataquescuintla, Jalapa and Santiago Atitlán, Sololá

The SFBC scholarships started in 2012 and have supported children who finished elementary school and want to continue with their education.

Specific objectives:



Improve the skills, knowledge and values of children attending school.



Involve parents in the children’s educational process.



Support a medical and dental program.

Each one of the scholarship recipients was assigned a budget and they are the ones who decide how they get the benefit, as long as the expenses cover either their tuition, school supplies or uniform. The monthly amount recipients get is subject to two conditions: a minimum school grade of 74, and community service compliance.

Santiago Atitlán, Sololá

Name	Grade	Average	Dream Career
Timoteo Sapalu	7th	71	Teacher
Diego Calí	8th	77	Mechanic
José Calí	9th	70	Lawyer
Wendy Xicay	11th	x	Teacher
Juan Sol	Nurse assistant school	84	Nurse
Salvador Sol	College	85	Teacher
Nelson Ramos	College	81	Teacher

X=Dropped out of school.



Scholarship

Mataquescuintla, Jalapa

Name	Grade	Average	Dream Career
Lusvin Hernández	7th	94	Businessman
Damaris Domínguez	7th	88	Lawyer
César López	7th	78	Policeman
Erica Equite	7th	X	Teacher
Leslyee Luz	7th	X	Businesswoman
José Pérez	7th	83	Accountant
Luz Alvizures	8th	79	Teacher
Extin Escobar	8th	91	Chef
Gustavo Castillo	8th	X	Secretary
Cecilia Revolorio	9th	X	Electric technician
Glendy Torres	9th	X	Doctor
Zidy Ramos	9th	80	Doctor
Marleny López	9th	81	Accountant
Marlon Oliva	9th	80	Accountant
Roselia Alvizures	9th	81	Policewoman
Kevin Torres	12th	91	Agronomist

X=Dropped out of school.

Community Service

The scholarship recipients must give something back to their community, and they do so by devoting 8 monthly hours to social activities, which can sometimes be replaced by personal growth sessions.



KITAS

Initiative: Education, Nutrition, Health.

Geographic area: La Libertad and Santa Barbara, Huehuetenango.

Since 2012, Coffee Care has executed a nursery school program –Kitas– to reduce the presence of children in the coffee plantations during harvest time. There have been over five centers operating simultaneously, offering kids with education, health, and nutrition services at no cost. The main goal is to transfer the operational and execution methodology to producers for the project to be self-sustainable towards the end of 2020’s harvest.

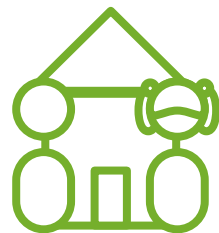
Specific objectives:



Identify those project components that the farms could economically sustain in the long term.



Train selected coordinators on how to manage a Kita according to their economic capacity.



Provide the necessary support and guidance for the Kitas to work well, offering different alternatives for local and migrant children.

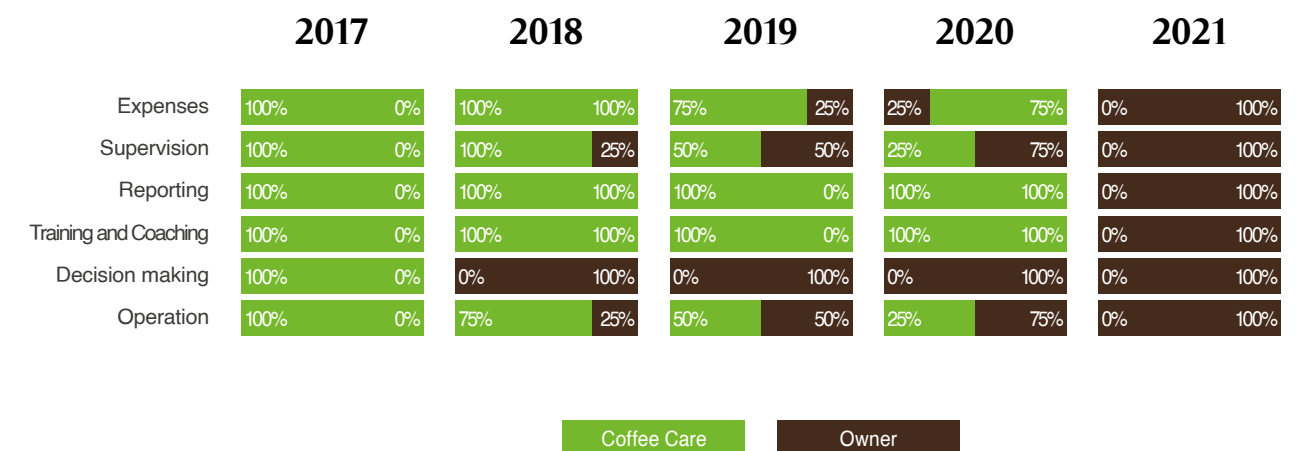


Continue motivating and providing incentives to keep reducing the number of kids who are taken to the plantations.

At the beginning, Coffee Care was in charge of funding and managing all Kitas, providing education, health, and nutrition programs at no cost for farm owners or coffee pickers. Although coffee producers only provided the space to carry the project out, they also seemed very happy to support us in this child protection endeavor.



In 2018 the program’s objective shifted, and we began planning a phasing over strategy for farm owners to be trained and take over the management of projects, depending on their interests and capacity.



TOS

Initiative: Education.

Geographic area: Santa Barbara, Huehuetenango.

In 2015, the Tchibo Outstanding Students –TOS– scholarship program came to be, selecting children that have been supported all year round and not only during the harvest. The main goal is to gradually phase over and exit the TOS scholarship program by using a strategy that does not affect the students’ current situation or their studies.

Specific objectives:



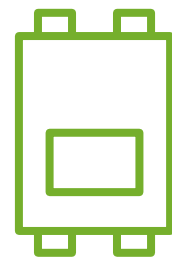
Encourage families to support their children so they complete elementary school.



Promote local health services so families use them.



Contribute to the families’ nutrition by granting them a bag with food or corn, which is equivalent to ¼ of the food basket.



Motivate scholarship holders to enroll and complete every school year by providing them with uniforms and a backpack.



Create a follow-up plan.



Health

Families will receive an annual amount of \$51.95 according to their needs.

Education

Children enrolled in school will receive an annual amount of \$25.97 depending on their needs, until they complete 6th grade. This amount will also be given to adults enrolled in the literacy program for 2018.

Nutrition

Each month and during the school year (January-October) families will receive ¼ of the food basket. This aid will be gradually reduced until the last member of the family completes 6th grade. Then, if the last member of the family finishes 6th grade in 2022 (2 years from now), a reduction of 25% percent of the aid will be applied every year.



COMMUNITY

These projects' strategic objective is to work along with community organizations to identify and solve high-priority local problems.

04

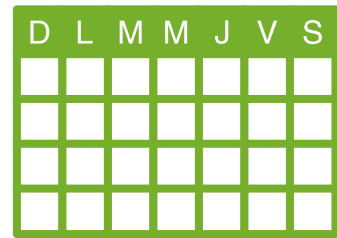
El Paraiso clinic

Initiative: Health.

Geographic area: La Libertad, Huehuetenango.

Since 2004, El Paraiso clinic provides health services and medicines at a very low cost.

Specific objectives:



To offer basic health services 7 days a week.



To offer appropriate medicines according to the needs of the community.



To provide deworming to 6 surrounding schools.



Reinvest the funds obtained for the benefit of the community.

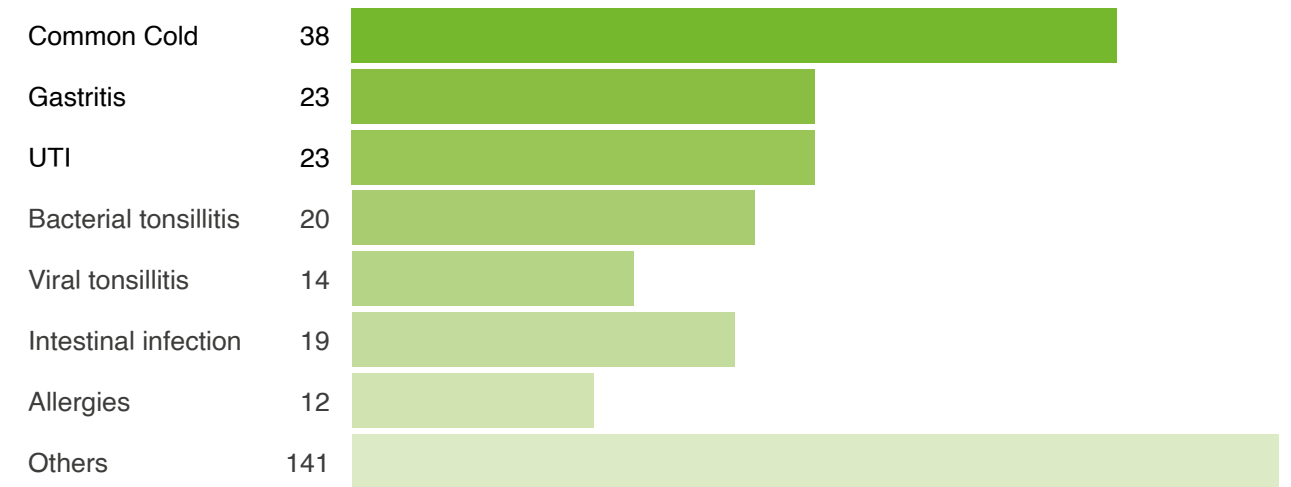
There is a nurse at the clinic who treats patients with common illnesses. She also provides advice on which medicines to buy. The project stands out because it relies on its own income and the support of other social projects, such as constructions, medical missions, and others, depending on the needs of the community.

2019 results

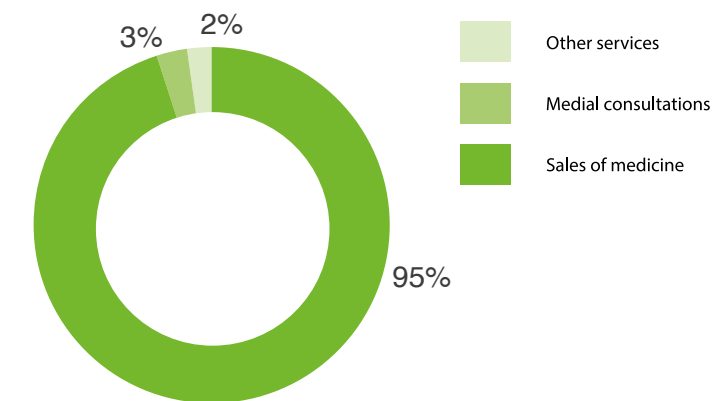
- 20163 medications sold.
- 620 consults.
- Children from 6 schools were provided with dewormers.



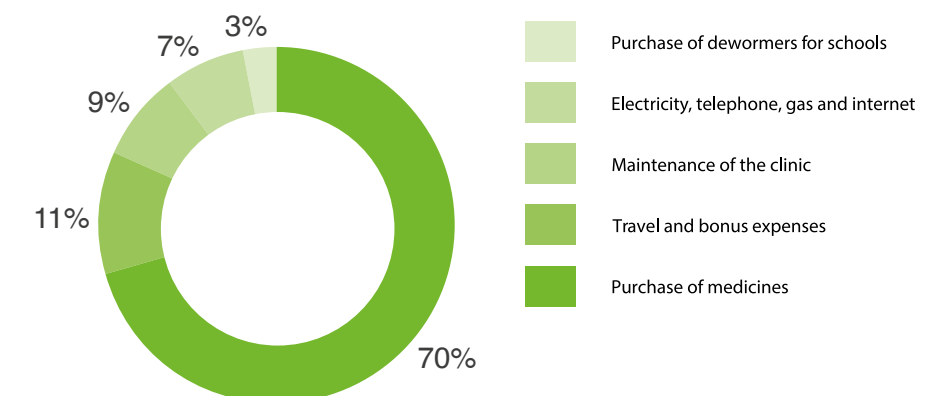
Common diseases treated



Income



Clinic Expenses



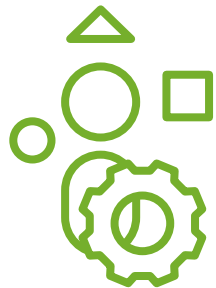
Computer Lab

Initiative: Education.

Geographic area: La Libertad, Huehuetenango.

Since 2006, the computer lab has been open to encourage children to use technology as part of their education. Both youngsters and adults benefit from the use of computers, and the project indirectly fosters social development in the surrounding communities.

Specific objectives:



Offer technological services that allow young students and adults to improve their education and/or work achievements.



Open a technology center with computer rental, photocopying and printing services.



Reinvest the raised funds for the benefit of the community.



In 2008, the Computer Lab was formally registered at the Ministry of Education to offer two different programs: Basic Computer Course and Reinforcement Classes. The main objective of the program was to prepare children and young people to use the computer as a tool to learn and communicate.

Unfortunately, as participation diminished every year, making it difficult for the program to be constant, we decided to stop it towards the end of March 2019.

We carried out a market study to determine how to adapt the program and better meet the community's needs, and these were the results:

- Results:**
- Even after doing our best to provide internet service, the installation and operative costs were very high, so it is still on hold.
 - A virtual library was installed in 3 computers so the students can use it for their homework.
 - A stationery section was established to sell school and office supplies.
 - Computers are available for them to be used by community members.



CONSUMERS

For Coffee Care it is of utmost importance that people see value in all the human work behind the coffee industry in Guatemala. That's why one of our strategic objectives is focused on messages directed to coffee end consumers.

Our communication is based on motivating our followers and consumers with positive weekly posts, sharing the powerful stories behind moving pictures taken in the fields, and portraying the privilege we have of working hand in hand with the people who make coffee such a valuable resource for our country.

We want what was once a dream and now has become a reality, to be even bigger and reach more people. That's why we love capturing what we call our little victories in photos and sharing them in social media, so we can encourage the coffee market to help us pave the way for what's next: economically developed communities that protect the environment, and an educated, fulfilled society.

@coffeecaregt



05



Coffee Care Guatemala



Mothers contribute to their children's nutrition by helping at the local school's kitchen. Fancy some chow mein?

¿A quién se le antoja un chow mein?
Gracias a las mamás de El Zarzal, quienes dedican tiempo para cocinar en la escuela local, los chicos se mantienen nutridos, sanos y fuertes.

#WECARE #coffee #café #Guatemala

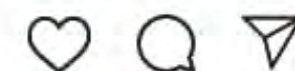


coffeecareguatemala



Ver estadísticas

Promocionar



Les gusta a **gardeniacoffee_gt** y otras personas **coffeecareguatemala** One of the region's most delicious coffee grows here, among the view of these grand, unspoiled mountains.

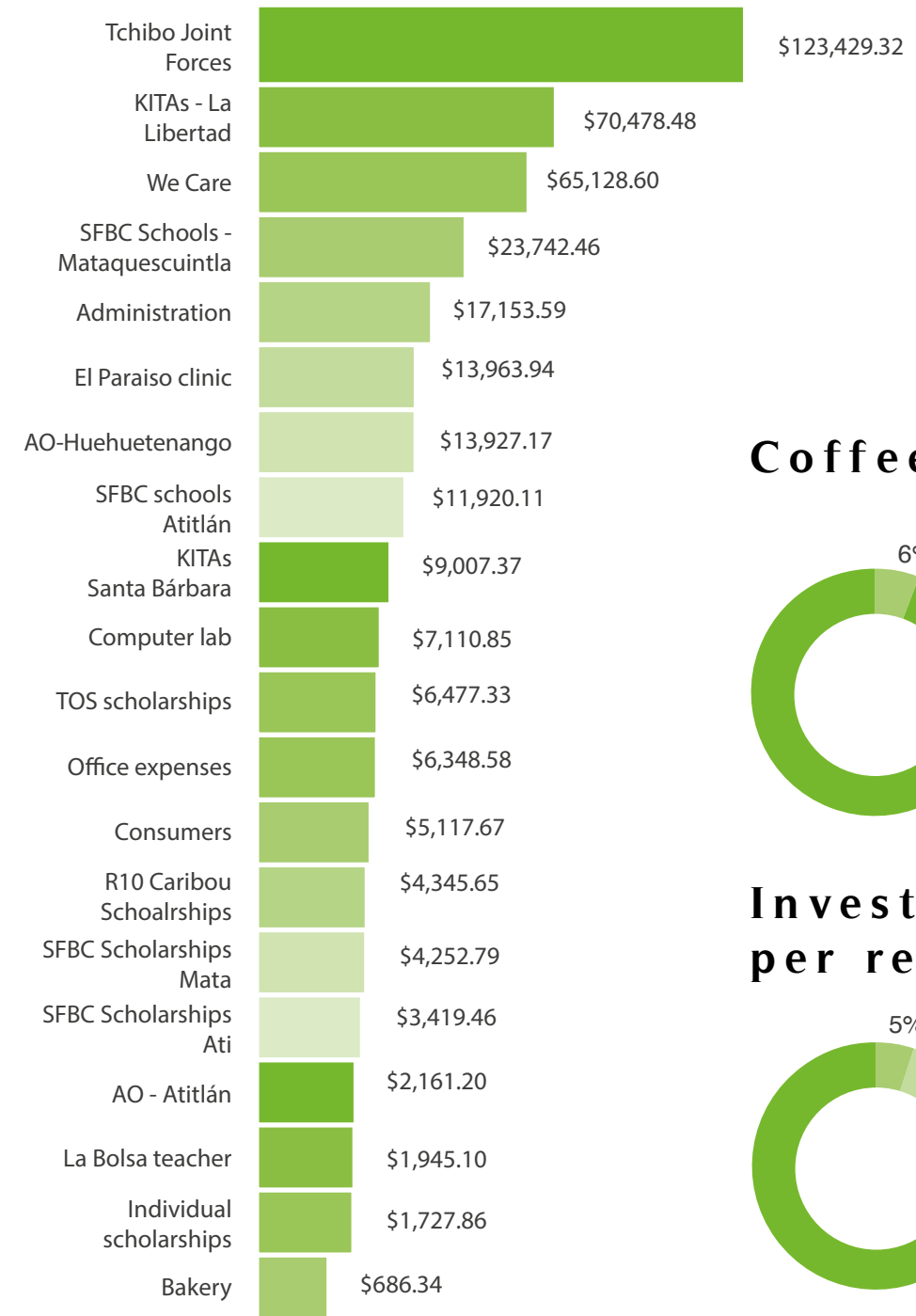
Las admirables montañas del occidente del país son el hogar para las plantaciones de uno de los cafés más ricos de la región.

#WECARE #coffee #café #Guatemala

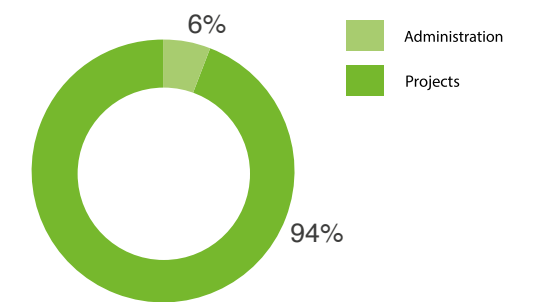


Financial report

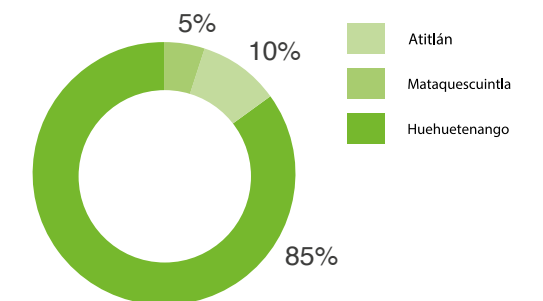
Projects' Total Cost



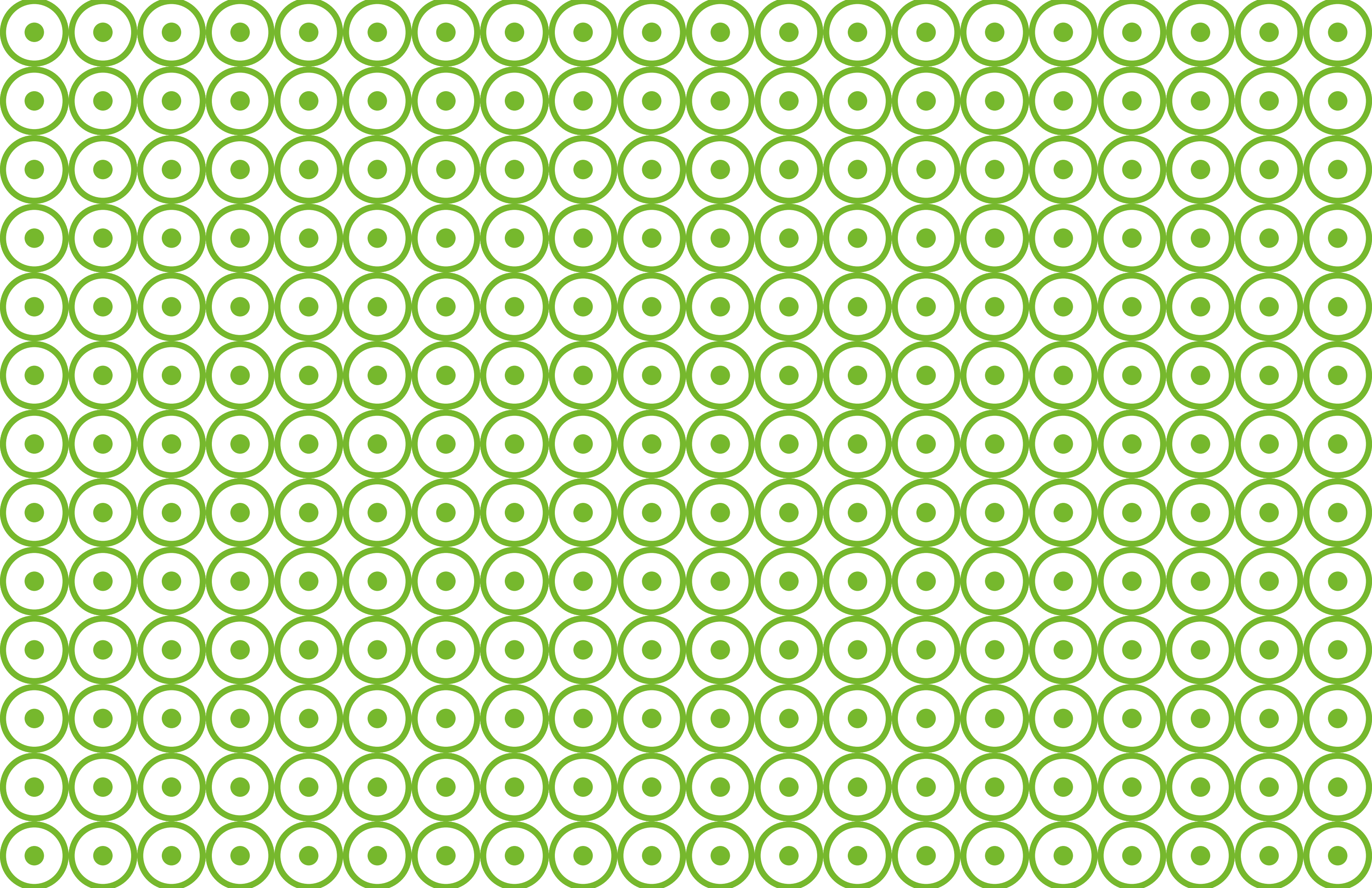
Coffee Care



Investment per region



06





COFFEE CARE

For a fairer coffee supply chain

SPECIAL THANKS TO OUR SPONSORS



**Rogers Family
Company**

