



COFFEECARE



FINAL
REPORT / **20**
20

A LETTER FROM THE EXECUTIVE DIRECTOR

2020 was definitely an eye-opener for the whole planet. Any idea of comfort and routine we used to have swiftly changed and challenged us in every way. However, while the COVID-19 pandemic created deep economic and social problems around the world, especially for the most vulnerable communities; it also moved institutions, organizations, groups and individuals to find solutions and face the situation.

That was exactly the case for Coffee Care Association. The team acted promptly and made the necessary changes so that our planned projects and organizational objective didn't change: to break the circle of poverty in coffee producing communities.

Governmental measures took place to contain the spread of the virus at a time in which all of our projects were running as usual; so, we made all the needed adjustments in each program and restructured our vision to build sustainable models in the long run, helping our beneficiaries acquire good practices and keep their economic and social well-being when in a challenging situation.

Here's to what's next: we want to stop communities from depending on the government or social aid, we want to provide them with skills and change opportunities so that they can foster development for their generations and the ones to come, and that's what we will continue to work for.

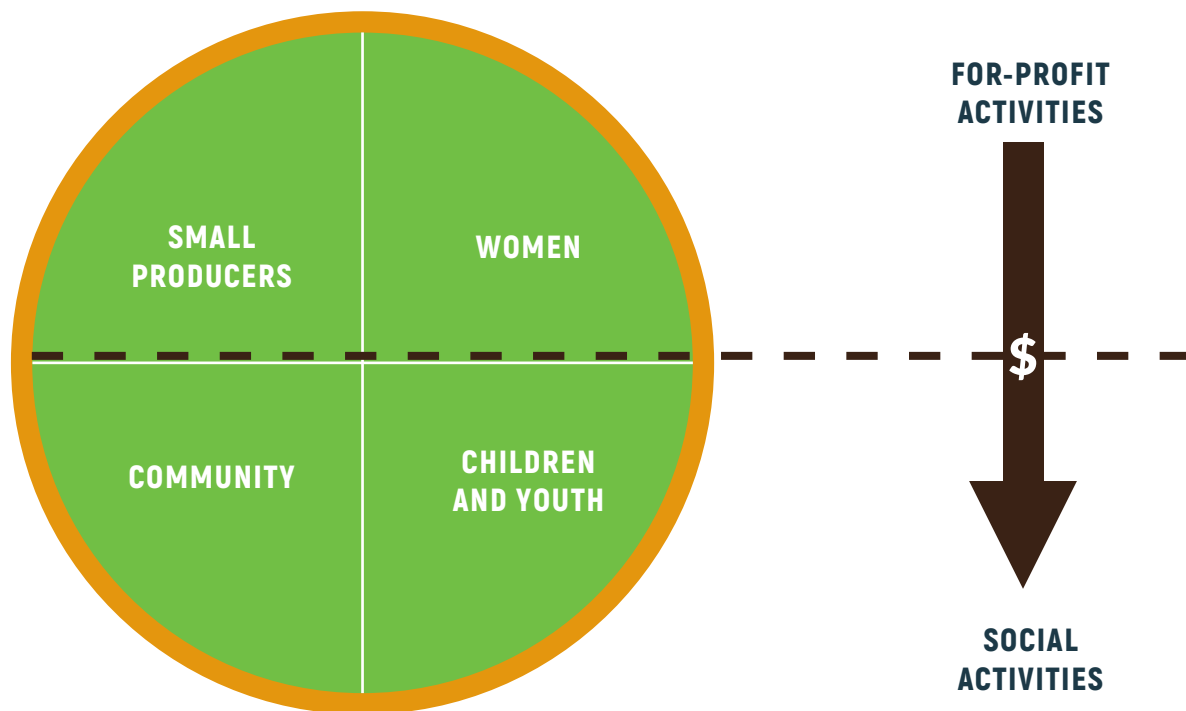
Michelle Nanne



AREAS OF WORK

Coffee Care's objective is to break with the circle of poverty in coffee producing communities. We believe it is by helping those in need within the coffee value chain that their community will experience development and a real change. We work with coffee pickers and small coffee producers, involving the whole family so that every member is able to undergo a positive transition and make an impact in their community.

If both parents are equipped with better skills, they will be able to improve their income, and hence, have the chance to support their children's education. If their kids are better educated, they will break the poverty circle and this will stimulate significant community development.



This report seeks to present results according to the area of work and executed projects in 2020, a period in which Coffee Care Association and its allies were able to:

Train
1,000
producers and maintain
certifications for another
600

Help
25
women and
1
young man improve
their income.

Benefit
824
children with an
educational program

Support
1,794
families with food
supplies and information
about COVID-19



SMALL PRODUCERS

OUR PROJECT'S STRATEGIC OBJECTIVE IS TO IMPROVE THE PRODUCTION AND COMMERCIALIZATION OF COFFEE GROWN BY FAMILIES WITH LIMITED RESOURCES.

TCHIBO JOINT FORCES

Initiative: Training and increase in productivity

Location: Santa Bárbara, Huehuetenango

Start date: September 2017

Project duration: 3 years. The project has already been approved for another 3 years.



Problem / Opportunity:

Santa Bárbara's coffee producers plant the crop with deficient knowledge and this results in low productivity. They don't have any technical support and what they do produce is not enough to cover their yearly needs. More and more coffee is planted around the community, but the plants and the soil are not exploited to their full potential. Parchment coffee is sold through intermediaries at lower prices and with poor weighing control, which translates into a lower income for producers. In addition to that, not knowing the processing, drying and storage processes well, producers offer a quality that is below what is expected, and having no technical assistance, they won't consider important environmental, social, and practical aspects in their farms.

Project description:

A thousand producers were trained on a monthly basis for three years on every activity developed in a coffee plantation. The project sought a Rainforest Alliance certification for all of them, and to keep such certification for 600 more who got it during last year's cycle. Coffee Care worked in collaboration with companies such as Nordik, Génesis Empresarial, Agrocentro, and Agrilasa.

SPECIFIC OBJECTIVES



Improve coffee quality

Increase productivity by at least

25%

Get and maintain a total of

1,600

Rainforest Alliance certifications

Establish at least

40

monitoring farms





Better coffee quality,
better prices

A productivity increase of
53%
compared to control group

1,600

producers certified for three years

44

monitoring farms established

CONCLUSIONS AND RECOMMENDATIONS

- Getting a Rainforest Alliance certification is the best way to look after social and environmental aspects of production and support the project's sustainability.
- Holding training sessions at the monitoring farms helps producers learn by doing and actually see the results of good practices happening in the project.
- Producers are capable of increasing their productivity through technical assistance and training. This requires their full time at the farm and reduces the need to migrate for a better income.
- Alliances are key to this project's success. To be able to compete with intermediaries and buy coffee directly from producers, it's necessary to pay cash at their farms.
- It is recommended to extend the project to neighboring communities so that the increase in coffee plantation is done properly and yields good quality coffee with high productivity rates.





WOMEN

THESE PROJECTS' STRATEGIC OBJECTIVE IS TO STRENGTHEN WOMEN'S CAPACITIES AND EMPOWER THEM TO CHOOSE A BETTER QUALITY OF LIFE.

#WE CARE

Initiative: Income generation

Location: Santa Bárbara, Huehuetenango

Start date: October 2017

Project duration: 51 months



**SANTA BÁRBARA
HUEHUETENANGO**

Problem / Opportunity:

Women have very few opportunities to generate income, this is due to their low academic level, a prevalent machismo, and even a linguistic barrier: they speak Mam better than Spanish.

In Santa Bárbara, the group of entrepreneurs who started the year producing some bracelets for Wakami, one batch was to be sold in Japan and the other was for an &Café Women's Day Sale, experienced a steep slowdown in March because of countrywide COVID-19 restrictions. Wakami closed some of their stores and there were no purchase orders from abroad. Besides, borders between communities were closed and several activities were restricted, leaving women with no ways to generate income, which affected them and their families.

Project description:

#WECARE is part of Coffee Care's strategies to tackle the lack of income for women during low season in coffee production. The project aims to help women generate income and be able to positively impact their lives and their children's, generating change in their community. Sixty women were trained to identify and develop their individual abilities, and take action to eliminate those boundaries that keep them from reaching their objectives. Those leaders who showed entrepreneurship management and teamworking skills were coached to develop those skills and increase their management capacity.

SPECIFIC OBJECTIVES

- 1 Strengthen women's ability to improve their lifestyle.
- 2 Empower women to have a community development vision.
- 3 Help women generate income and impact their families' quality of life.

ANNUAL RESULTS

Our 2020 plan included adding a new group of women to the #WECARE program, however, due to COVID-19 restrictions, we were only able to identify potential participants for the 2021 cycle.

We continued to deliver one-on-one business training via phone and through face to face sessions to those women already participating in the program.

A total of 7,097 bracelets were produced, which represented a total income of \$4,311.06

BUYER	QUANTITY	QUETZALS	DOLLARS*	OBSERVATIONS
WAKAMI	6,13	Q.32,079.5	\$4,086.5	This includes bracelets from 2019, too.
&CAFÉ	961	Q.1,755.51	\$224.49	
TOTAL	7,097	Q.33,835.09	\$4,311.06	

*Exchange rate: 7.82 quetzals to the dollar.
**Out of 16 producers, 15 are women and 1 is a man.

#WECARE





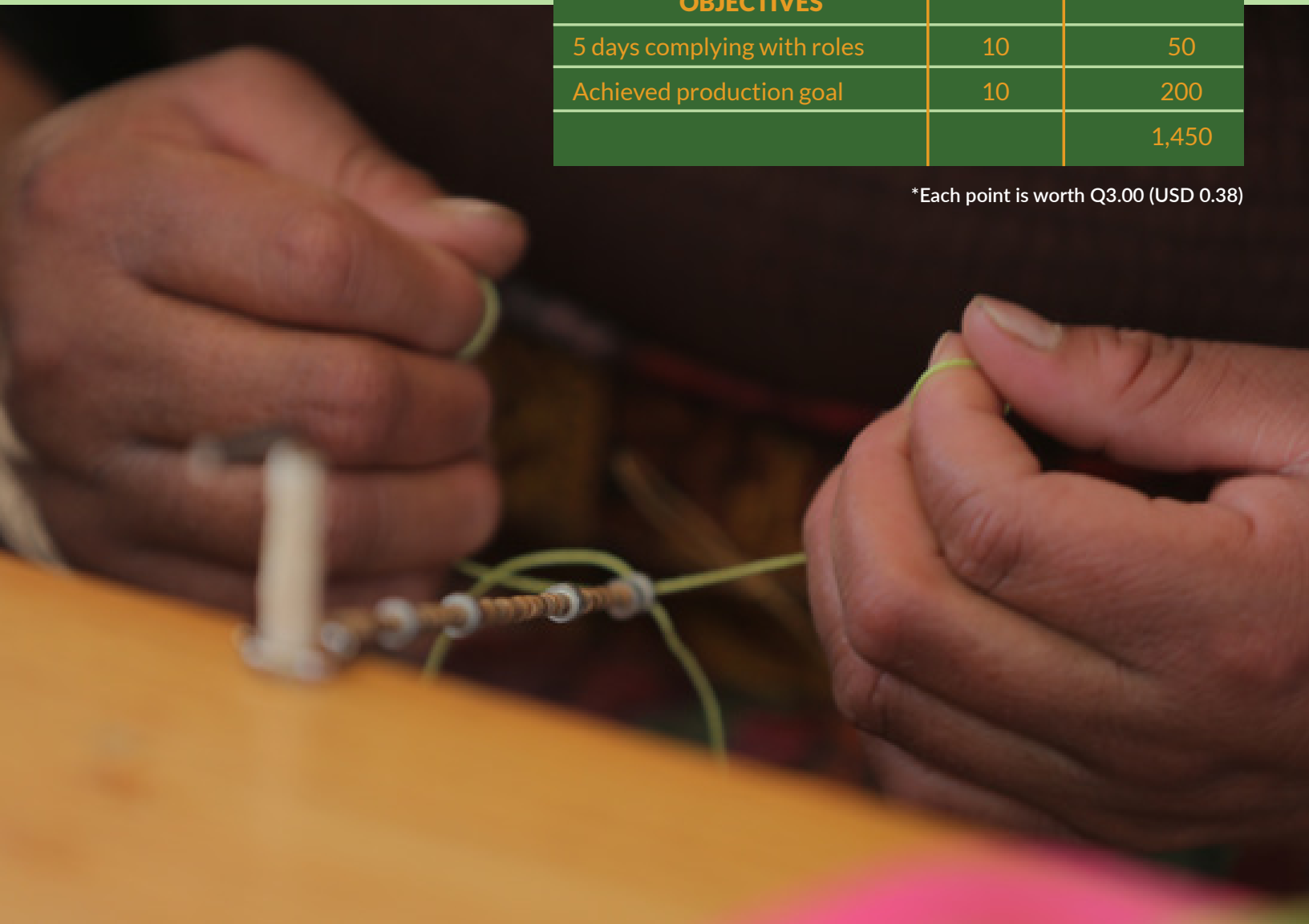
In addition to the income producers received, Tchibo decided to send them a bonus of **\$1 per bracelet**. This bonus was paid to producers in cash so they could use it as they deemed convenient.

PRODUCER	BRACELET	Total (\$)	Total (Q)
Juliana	180	\$ 180.00	Q 1,407.60
Eluvia	250	\$ 250.00	Q 1,955.00
Audelia	556	\$ 556.00	Q 4,347.92
Vidalia	593	\$ 593.00	Q 4,637.26
Azucena	429	\$ 429.00	Q 3,354.78
Gloria	467	\$ 467.00	Q 3,651.94
Keny	33	\$ 33.00	Q 258.06
Teresa	433	\$ 433.00	Q 3,386.06
Sara	483	\$ 483.00	Q 3,777.06
Seredonia	97	\$ 97.00	Q 758.54
Belinda	536	\$ 536.00	Q 4,191.52
Alexander	371	\$ 371.00	Q 2,901.22
Mildred	364	\$ 364.00	Q 2,846.48
Abelina	366	\$ 366.00	Q 2,862.12
Olga	34	\$ 34.00	Q 265.88
TOTAL 2020	5,192	\$ 5,192.00	Q 40,601.44

An incentives plan was also created to establish goals and encourage producers to be constant and punctual in their work. This was thanks to an additional fund of \$5,000 provided by Tchibo. This is what the incentives plan looked like:

INCENTIVES PLAN		
ASPECTS EVALUATED	POINTS	TOTAL POSSIBLE POINTS IN 6 MONTHS
PUNCTUALITY		
5 times punctual to sessions	10	50
5 times punctual in a row	10	50
ATTENDANCE		
5 attended sessions	10	50
5 attended sessions in a row	10	50
QUALITY		
95/100 bracelets passed by QC	10	1,000
OBJECTIVES		
5 days complying with roles	10	50
Achieved production goal	10	200
		1,450

*Each point is worth Q3.00 (USD 0.38)



THIS TIME AROUND, INCENTIVES WERE NON-MONETARY. ENTREPRENEURS PARTICIPATING IN THE PROGRAM WERE ABLE TO BUY, THROUGH COFFEE CARE, INCOME GENERATING GOODS, OR ANYTHING THAT WOULD MEET AN IMPORTANT NEED SUCH AS ACCESS TO WATER.

THIS IS WHAT EACH PARTICIPANT BOUGHT WITH THE POINTS THEY ACCUMULATED, AS WELL AS ITS VALUE IN QUETZALS:

PARTICIPANT'S NAME	TOTAL POINTS	TOTAL (Q)	TOTAL (\$)*	INCENTIVE
Juliana	262	786.00	100.51	Water tank + accesories
Eluvia	332	996.00	127.37	French fries cart
Audelia	404	1,212.00	154.99	Freezer
Vidalia	602	1,806.00	230.94	Sewing machine + stove + propane gas tank
Azucena	442	1,326.00	169.57	Water pump + tank and washboard
Gloria	382	1,146.00	146.54	Store supplies
Keny	172	516.00	65.98	Sewing machine
Teresa	342	1,026.00	131.20	French fries cart
Sara	362	1,086.00	138.87	Medical supplies for drugstore
Seredonia	130	390.00	49.87	Propane gas tank + accesories
Abelina	192	576.00	73.65	Store supplies
Mildred	222	666.00	85.16	Store supplies
Odilia	20	60.00	7.67	Cash
Alexander	332	996.00	127.37	Store supplies
Belinda	302	906.00	115.86	2 pelibuey sheep + groceries
TOTAL	4,498	Q13,494.00	\$1,725.57	

*Exchange rate: 7.82 quetzals to the dollar.

CONCLUSIONS AND RECOMMENDATIONS

1

This was quite an important year for every program participant thanks to the extra bonus and the incentive plan they took part in. They also had the chance to start a new business or contribute to the already existing family businesses. This is the total income for 2020:

ITEM	QUETZALS	DOLLARS
Bracelet production	Q.33,835.09	\$4,311.06
Bonus	Q.40,601.44	\$5,192.00
Incentives program	Q.13,494.00	\$1,725.57
	Q.87,930.53	\$11,228.63

2

Personal growth and management improvement topics were also covered as part of their business training, mainly at an individual level because of pandemic restrictions.

3

A total of 12 women and 1 man participated in the program. Three of them are still underage.

4

The bracelet production did not generate a significant change in their families' income; we recommend a different entrepreneurship idea is considered.



BA KE RY

Initiative: Income generation
Location: Santa Bárbara, Huehuetenango
Start date: July 2020
Project duration: 36 months



Problem / Opportunity:

Guatemala shows high poverty and social exclusion levels, and its health and academic indicators are quite low, women being more deeply affected. In addition, cultural patterns make women in rural areas prioritize domestic roles, which means yet another burden for them to enter the labor market.

Before the project, bread used to be distributed among communities with a pickup truck, on a weekly basis only. We identified an opportunity to establish a community business entrepreneurship to meet its inhabitants demand for bread.

Project description:

The bakery constitutes a pilot project to create and test an income generation model for women 15 years old and up through the production and sale of bread. They have and will continue to receive training on technical and financial matters so the business can continue once the project is over.

It is also important to train entrepreneurs on the social side of their investments, so that their income is directed to improving their and their families' quality of life according to their needs.

SPECIFIC OBJECTIVES

Create a business model plan with a group of women.

Build entrepreneurial skills in women to increase their 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.

ANNUAL RESULTS

1 After a diagnostic study in three communities in Huehuetenango, Cerro Gavilán in Santa Bárbara was selected for the pilot project.

2 Community needs and preferences were established after a market research study.

3 A space was identified and prepared; necessary equipment was acquired for developing and establishing the project.

4 Following a call to participate, in which 24 women enrolled initially, 11 of them finished the complete process and were selected to start the project.

5 Participants were trained in three areas: productivity, business, and personal/social skills.



THE AVERAGE INFORMAL WORKER IN SANTA BÁRBARA CAN EARN UP TO \$6.39 PER DAY AFTER A HARD SHIFT OF 8 HOURS. THESE ARE THE MONTHLY ATTENDANCES AND THE INCOME EARNED PER PERSON WORKING A 5 TO 6-HOUR SHIFT.

	SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER		TOTAL		
	Attendance	Income	Attendance	Income	Attendance	Income	Attendance	Income	Attendance	Income	Income average per attendance
Amanda	2	\$ 17.34	8	\$ 35.93	7	\$ 31.88	4	\$ 17.29	21	\$ 102.45	\$ 4.88
Francisca	2	\$ 23.56	10	\$ 46.53	11	\$ 53.35	11	\$ 64.71	34	\$ 188.14	\$ 5.53
Isidra	2	\$ 16.61	9	\$ 41.77	3	\$ 14.23	4	\$ 14.18	18	\$ 86.79	\$ 4.82
Lesvia	2	\$ 8.88	10	\$ 44.98	8	\$ 38.72	5	\$ 30.09	25	\$ 122.68	\$ 4.91
Maria	1	\$ 5.92	11	\$ 48.71	8	\$ 41.78	8	\$ 44.87	28	\$ 141.28	\$ 5.05
Oralia	1	\$ 8.35	2	\$ 12.70		\$ -	4	\$ 26.30	7	\$ 47.35	\$ 6.76
Veronica	3	\$ 36.73	10	\$ 48.22	11	\$ 56.96	9	\$ 45.08	33	\$ 186.99	\$ 5.67
Deisy	2	\$ 19.60	10	\$ 46.21	2	\$ 13.80		\$ -	14	\$ 79.60	\$ 5.69
Ximena	1	\$ 3.40	1	\$ 4.02		\$ -		\$ -	2	\$ 7.42	\$ 3.71
Amparo		\$ -	3	\$ 12.28		\$ -		\$ -	3	\$ 12.28	\$ 4.09
Azucena		\$ -	4	\$ 16.16		\$ -		\$ -	4	\$ 16.16	\$ 4.04
	16	\$ 140.39	78	\$ 357.51	50	\$ 250.73	45	\$ -	189	\$ 991.15	\$ 5.24



CONCLUSIONS AND RECOMMENDATIONS



- The model has been a success: products are sold locally and producers get their income on the day it is sold, which makes them feel satisfied with the business.
- Long distances between communities and the cost of public services represent a limitation to distribute the product if production was to be increased.
- Illiteracy of participants represents an obstacle: it makes financial training slower and requires one-on-one attention to reach the project's objectives.
- Saving money long-term is not a common concept among the project participants. It is a challenge to make them see the value of saving in order to improve their quality of life.
- It is important to increase productivity, enlarge the market, and include new bread recipes and/or other products in the portfolio.



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

Location: La Libertad, Huehuetenango

Start date: January 2014

Project duration: Year-long scholarships. The scholarship is granted again if donors continue with their support.



**LA LIBERTAD
HUEHUETENANGO**

Problem / Opportunity:

Economic and social factors keep teenagers from finishing their studies. According to the Guatemalan Ministry of Education, only 4 out of every 10 teenagers are enrolled at a Junior High level; and only 2 out of 10 pursue a High School career. The R10 Scholarship Program aims to help teenagers in Huehuetenango to transcend academically.

Project description:

The R10 Program grants partial or total scholarships to teenagers who are struggling to continue their studies, and in return asks them to contribute to their communities with social services, creating a helping domino effect.

SPECIFIC OBJECTIVES

Inspire teenagers and young adults to take advantage of academic opportunities and dream of becoming better.

Execute a scholarship program that benefits teenagers and young adults economically, socially, and emotionally.

ANNUAL RESULTS

- 1 All We Care participants' teenager kids about to start 7th grade were invited to participate.
- 2 Only three of them accepted the challenge.
- 3 A budget was prepared according to their family's needs; in return, participants helped their community with social service hours and accepted to cover their travel expenses whenever they wanted to visit their parents on the weekends.
- 4 A commitment letter was written and signed by participants.
- 5 The project execution was particularly different due to COVID-19. Participants attended school in person only for a month and a half; the rest of their education took place online, which posed an enormous challenge for them: poor mobile signal and accessibility to services limited their ability to comply with assigned homework. However, a constant follow-up from our social worker ensured they had the support they needed throughout the school year.

GRADES OBTAINED BY PARTICIPANTS:

	Chosen Technical Area	1st Term	2nd Term	3rd Term	4th Term	Average Grade
Nancy Floridalma Gómez Pérez	Food	69		81	79	76
Mildred Yolani Sales Luis	Carpentry	71		55	81	69
Nestor Benito Alexander Sales Pérez	Carpentry	81		80	87	83

CONCLUSIONS AND RECOMMENDATIONS

1

The gender inequality gap is even more noticeable in rural communities, which makes participation of both genders in the program so important. To actually achieve cultural change, it is necessary to execute the program at an earlier age.

2

Girls and teenagers can learn valuable and relevant information about their options and their situation. However, cultural and family circumstances won't let them put that into practice.

3

The program would be more effective if girls could have access to it during their childhood and also their adolescence; it is very clear to us that despite our efforts to show them otherwise, their vision and dream to start a family at a very young age persists.





OPENING OPPORTUNITIES

Initiative: Education

Location: Santa Bárbara, Huehuetenango; and Santiago Atitlán, Sololá

Start date: November 2018

Project duration: 18 months in every community.



Problem / Opportunity:

Poverty and extreme poverty in Guatemala mainly affect girls and young women, since rural homes invest more in males, stemming from a general thought that they deserve it more and they will be who can better provide for the family later on.

This explains why formal and informal academic opportunities are more accessible for men, leaving girls and teenager women without education, or leaving school and becoming mothers very early in life; and suffering physical, mental, and emotional violence at home.

Project description:

The Opening Opportunities program uses a methodology created by Population Council, adapted by Coffee Care, to offset the negative effects of social and cultural practices that affect women in coffee producing communities. The program is directed to 7 to 17-year-old girls and teenagers living in rural communities. It lasts 18 months, and aims to create a safe space for them to participate in fun and entertaining modules covering a range of different topics and fostering friendship and sorority.

The six modules include the following subjects:

Module	Subject
1	Opening Opportunities
	Health Personal growth
2	Financial education
	Personal growth
	Prevention of violence
3	Sexual and reproductive health
	Gender
	Personal growth
4	Opening Opportunities
	Health
	Sexual and reproductive health
	Gender Personal growth
5	Financial education
	Prevention of violence
	Communitary projection
6	Sexual and reproductive health
	Communitary projection

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 our mentor's responsibilities is to keep up with the attendance of each girl and teenager 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.

SPECIFIC OBJECTIVES

- 1** Boost girls and teenagers' self-esteem.
- 2** Create a space where participants feel safe and comfortable. Let girls build important friendships and encourage sorority among them.
- 3** Educate participants on sexual and reproductive health.

ANNUAL RESULTS

- 1 Two more communities in Santa Bárbara Huehuetenango joined the program in January 2020, making it a total of four locations, in which the Kitas program was also being implemented (except for Santiago Atitlán).
- 2 Unfortunately, due to the harvest season and the effects of COVID-19 restrictions, we didn't get the expected results: the project was only executed for two months.

COMMUNITY (Start date)	NUMBER OF SESSIONS		ENROLLED PARTICIPANTS		ATTENDANCES	
	GIRLS	TEENAGER	GIRLS	TEENAGERS	GIRLS	TEENAGERS
Cerro Gavilán, Huehuetenango (November 2018)	10	10	16	15	89	88
San Antonio Chacayá, Sololá (March 2019)	9	8	22	15	126	70
Chicol, Huehuetenango (January 2020)	7	6	16	15	47	39
Tojchiguel, Huehuetenango (January 2)	6	7	5	5	15	26

The project remained on stand by for the rest of the year as pandemic-related governmental measures affected our activities and the physical space was not available either.





ATITLAN AND JALAPA SCHOOLS

Initiative: Education

Location: Mataquescuintla, Jalapa and Santiago Atitlán, Sololá.

Start date: January 2007

Project duration: The project continues on an annual support basis as long as donors continue to contribute to the program.

Problem / Opportunity:

Education is a vital aspect of a country's development, and many public schools in Guatemalan rural communities lack proper infrastructure or constant support from the government to meet their students needs in their learning process.

Besides the typical limitations in their schools, children in rural areas were deeply affected by the COVID-19 pandemic. Schools were closed, and the 341 kids enrolled in the four schools we help were only able to attend classes for two weeks. Very few of them had enough resources to continue their education virtually, as the government proposed.

Project description:

The Schools program consists of an economic aid to meet existing needs in schools and support children's academic process and learning. We currently work in four different locations, three of them are in Mataquescuintla, and the other one is in Santiago Atitlán.



SPECIFIC OBJECTIVES

Support children's education by hiring teachers.

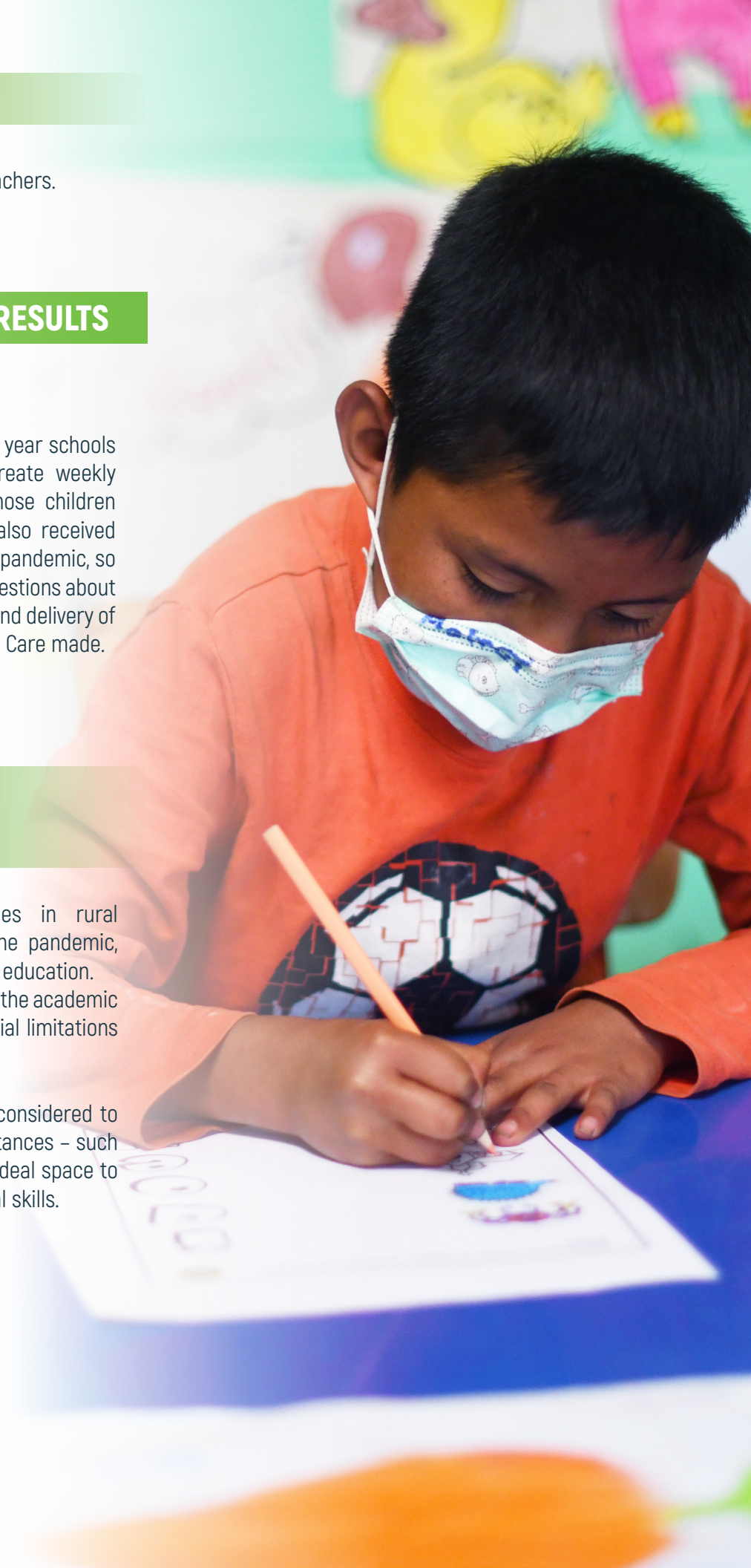
ANNUAL RESULTS

Teachers were hired despite the unusual year schools experimented, and their job was to create weekly worksheets and provide follow-up to those children enrolled in their grades. Besides, they also received training on relevant topics related to the pandemic, so they could help those families who had questions about it. They were also key in the organization and delivery of the food, health, and hygiene bags Coffee Care made.

CONCLUSIONS AND RECOMMENDATIONS

The socioeconomic status of families in rural communities was deeply affected by the pandemic, and this had an impact in their children's education. In spite of teachers' great efforts to cover the academic content per grade, there are several social limitations that are beyond our reach.

New alternatives can be evaluated and considered to educate children under difficult circumstances – such as the pandemic – so they can have an ideal space to continue learning and develop their social skills.





KITAS

Initiative: Education, nutrition, and health

Location: La Libertad and Santa Bárbara, Huehuetenango

Start date: January 2012

Project duration: 9 years



Problem / Opportunity:

Non-for-profit organizations aim to create programs for filling gaps and covering needs for certain populations. Each and every project needs funding strategies throughout its existence; the lack of a transition or exit strategy when funds are no longer available can cause the benefited population to become disgruntled.

Project description:

In 2012, Coffee Care Association started executing a kindergarten program to reduce child labor during the coffee harvest season. The program offered education, nutrition, and health services at no cost for coffee farms and surrounding communities which depend on the coffee industry in Huehuetenango. Each facility is called a Kita.

In 2017, those farms participating in the program were informed funding would stop in 2020, and a process started in which producers interested in continuing with the project were trained to execute their Kita according to their available funds.

SPECIFIC OBJECTIVES

1

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

2

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

3

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

4

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

ANNUAL RESULTS

Two out of the three producers who joined the Kitas program, finished their training phase in 2020. After three years of knowledge transfer, they are both prepared to create their own project strategy according to their specific goals and needs, with personalized objectives and actions to execute, follow up, and monitor to get the wanted results for their farm.

Also, three new communities decided to join the Kitas program in Santa Bárbara, Huehuetenango. A total of 270 children were enrolled, and 3,626 attendances were registered. For more detailed information on the Kitas project results, check our Kitas annual report.





TOS

Initiative: Education

Location: Santa Bárbara, Huehuetenango

Start date: January 2015

Project duration: 8 years



Problem / Opportunity:

Following up on those kids who attend our Kitas programs after the harvest season became important to support them even further in other aspects besides the academic one.

Project description:

In 2015, Coffee Care started a scholarship program in La Libertad, Huehuetenango, selecting 12 children and creating a thorough plan that covered certain needs depending on each family's conditions.

The scholarship includes support in education (a backpack, school supplies, a uniform, and shoes), health (medical consultations, lab work, deworming, vitamins, hygiene talks), nutrition (food bag, school snacks), and social formative workshops for the whole family.

In 2017 we learned about our Kitas funding coming to an end in 2020, which meant the TOS scholarships program would also need to be phased out. A strategy was created in which beneficiaries would gradually break dependency on those benefits granted by Coffee Care.

ANNUAL RESULTS

A total of 17 kids, belonging to 7 different families, were benefited with a scholarship. They all completed their school year despite the pandemic limitations.

Two of the scholarship holders were able to complete elementary school. That was one of the program's most important objectives.

The Covid-19 situation generated unemployment, and governmental restrictions contributed to even more scarcity. The food bags Coffee Care prepared were quite important to meet nutrition needs among families participating in our programs.

The lack of information about Covid-19 instilled fear and discrimination against foreigners; it was necessary to share and spread information about symptoms and prevention measures.

CONCLUSIONS AND RECOMMENDATIONS

The economy of rural families depends on their daily activities, which were deeply affected with country-wide restrictions due to Covid-19. Receiving a bag with essential foods was a relief, but created certain dependency on it.

An already weak educational system in rural areas did not address students' real needs. The Ministry of Education proposed remote learning but failed to take into account parents' illiteracy, and the lack of proper follow-up led to a lost school year for children.

Families were not truly aware of Covid-19 and its causes or potential effects. They had the chance to apply to a special health fund during the pandemic, but chose not to, which shows yet again how poorly health is looked at.





COMMUNITY



EL PARAISO CLINIC

Problem / Opportunity:

In addition to poor development and due to low governmental support, there are no health services available in several rural communities in the Guatemalan countryside. That was the case of El Paraíso, in La Libertad, Huehuetenango.

There are other community needs that can be covered with the income generated by the clinic, such as roads and schools construction and/or maintenance, and medical missions to cover a bigger population.

Initiative: Health

Location: La Libertad, Huehuetenango

Start date: January 2004

Project duration: The project continues on an annual support basis as long as donors continue to contribute to the program.



Project description:

Coffee Care Association opened a medical clinic in 2004, offering El Paraíso and the surrounding communities with essential medical care to treat common illnesses, and basic medicines at low cost.

Over the years, a fund has been created with the income obtained from all services offered and medicine sold at the clinic. Its objective is to be invested back and executed as a community project to help cover another need. The next step is finding strategies to increase the clinic's income and have more funds to cover other community needs, and to improve the communication between society and the Association so those needs can be properly identified and covered accordingly.

SPECIFIC OBJECTIVES

1

Offer basic health services 7 days a week.

2

Offer appropriate medicines according to the community's needs.

3

Provide deworming for children in 6 surrounding schools.

4

Reinvest obtained funds to benefit the community.

ANNUAL RESULTS

20,281

Medicines sold

97,885

Medicines in stock

208

Medical consultations

25,030

Medicines purchased

1,412

People assisted

As of April 2020, and because of Covid-19-related preventive restrictions, the clinic's drugstore was open only to certain communities of La Libertad. This is how income and expenses were broken down this year:



INCOME

97%

Medicine Sales

1%

Medical consultations

2%

Other services

CLINIC EXPENSES

91%

Purchase of medicines

1%

Travel and bonus expenses

6%

Electricity, telephone, gas
and internet

2%

Clinic maintenance

CONCLUSIONS AND RECOMMENDATIONS

1

The medical clinic is mostly used as a drugstore; it is recommended to arrange medical missions every once in a while, to tackle more serious health issues.

2

The project is still partly sustainable since our nurses' salaries are sponsored and not covered by the clinic's income. Selling medicines at low cost is, however, a sustainable part of the project that does help the community.

3

It is advisable to work on the communication between Coffee Care and the community. While its people are open to receive help, it has been difficult for them to provide us with the time and space necessary to talk and identify what they deem a significant need in their community.



COVID-19 KITS

Problem / Opportunity:

The Covid-19 pandemic caused deaths, higher unemployment rates, more poverty, difficult access to education, and others. Many families among our target population in rural areas had little or no awareness about the situation and the ways to prevent their members from getting the virus. Most of those families don't have a stable economic income and their access to food was compromised with governmental measures taken to stop the spread of cases in the country.

Initiative: Health and nutrition

Location: Huehuetenango, Sololá, and Jalapa

Start date: June 2020

Project duration: 3 months



Project description:

A communication and support plan was developed in three steps:

1. Staff training on Covid-19 and making necessary equipment available.
2. Informative talks through videos to explain what a pandemic is; what the symptoms, causes and ways to prevent Covid-19 are.
3. Two Covid-19 Kits were delivered to every family participating in Coffee Care's projects. The first one was delivered in June and the second one in September, including important information about the pandemic; three washable protective masks; and a food bag with staple foods (beans, rice, sugar, salt, tortilla flour, spaghetti, and cooking oil) good for a month.

A total of **1,794** families

(9,847 people) in Sololá, Huehuetenango, and Jalapa, participating in Coffee Care's programs, received the two Covid-19 Kits.

We delivered **3,588** bags.

CONCLUSIONS AND RECOMMENDATIONS



1

The program represented an important support in the face of the situation families were going through.

2

However, it is not a sustainable project: its cost is quite high and it only helps people for a limited amount of time.

3

The project and its outcomes, as well as its limitations, show the importance of providing youth and adults with opportunities and skills to ensure a stable income and lifestyle that endure situations like this pandemic.

SUCCESS STORIES

SMALL PRODUCERS



Don Tomás is 67 years old, 40 out of which he has been working in the coffee industry. He always wanted to improve his production practices, and took the first opportunity Coffee Care offered in 2017 to participate in its sustainable production project. He's been counseled on a monthly basis for three years now, and has learned important tips on pruning coffee trees, fertilizing, cherry cutting, depulping, washing, and drying.

"The quality of my coffee has improved; I get better paid and make more money. Thanks to coffee I've made improvements to my house, I would undoubtedly join the program again and have recommended it to my neighbors: it's for free!" – Tomás Sánchez.



#WECARE

Vidalia is a 24-year-old mother of three. She lives with her in-laws in Tuipic, Santa Bárbara. Her family makes a living out of agriculture and commerce.

Vidalia is one of the most active members in our #WECARE bracelet project, her husband also helps her make bracelets at home. Together they accumulated the highest number of points as part of the incentives program, and decided to use some of them to buy a sewing machine. They watched YouTube tutorials for beginners and learned how to make basic clothing repairs to make an extra money. They also got a stove and a propane gas tank, the only things they were missing to move into their recently finished house on their own.

"Now our family has grown and we have the chance to move into our new home and be more independent." – Vidalia Luis.



BAKERY

Francisca is 50 years old, and is very happy to be part of the bakery project. It has represented freedom and an income she didn't have and definitely needed to cover basic necessities before she joined it.

"I used to feel worried all the time, I had no money to buy things I wanted, and depended fully on what my husband gave me to feed our family – most of the time that was not enough, and I would have to bear with his bad temper and abuse when I asked for more money and he got upset. Now I feel capable of being independent; I just ask God I can keep my health and be able to continue working in the project." – Francisca Guadalupe Bámaca.



R10

Nancy Floridalma is 14 years old now, but we first met her when she was 9. Her dad passed away when she was very young, and she started helping her mom at the farm, harvesting coffee or corn to make ends meet.

"I remember a lady from Coffee Care came to our home and offered me a scholarship. I was in second grade and felt thrilled to receive school supplies, food, and a uniform to continue studying and not having to work to cover those expenses. When I graduated from Elementary school my mom told me I needed to support my sisters' education, which meant going back to work and leaving school.

I was sad but also knew I needed to do what my mom said. Then Coffee Care offered to support me so I could go to boarding school. At first, I missed my mom and my sisters, but over time I made lots of friends and ended up loving the place and its teachers. I didn't even want to come home for the weekend! Until that Friday I got home and was told that there was an illness around and we couldn't go out anymore. I had to bring all my stuff back and felt very sad not to see my classmates anymore. I'm still studying using a phone, but it's not the same. I'd like to thank God and miss Michelle for all the help they've given me." – Nancy Floridalma Gómez Pérez.



COMMUNITY



Cerro Gavilán, in Santa Bárbara Huehuetenango, has been a real inspiration to break the poverty cycle in a community. We have learned so much from them.

We started working in this community with the TJF project, and then a group of women interested in improving their families' future decided to join the #WECARE entrepreneurship program. They walked up to 40 minutes to attend trainings and meetings, and their commitment and participation caught our attention to take their community into account for future projects.

Now, thanks to its inhabitants' enthusiasm, Cerro Gavilán has projects directed to small producers, women, and children and youth; turning it into a pilot test to try and fill the existing inequality gaps and eliminate poverty in the long run. We are very happy to have found a community that's open and willing to help their own people. This has led us to use each municipality's level of interest and commitment to direct our efforts and generate wellness for individuals, families, and communities.



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