



# COFFEECARE

**FINAL REPORT  
2021**

## A LETTER FROM THE EXECUTIVE DIRECTOR

Last year was, again, a challenging one for everybody because of COVID-19 and its consequences. Every faced difficulty showed us one more time how important it is to establish self-sustainable practices, to find solutions that let beneficiaries learn abilities and use them in their daily lives, being able to break economic dependence from Coffee Care.

In 2021 we focused on evaluating communities' needs and developed strategies to reach each of our projects' objectives. A whole approach must be taken for change to really happen in a community; that's why we tackle education, income generation, and health as essential pillars to foster social development within coffee-producing families.

We take pride in saying Coffee Care Association has a unique approach to looking for a long-term change in its beneficiaries' lives. It is through every small opportunity given that individuals are allowed to change their quality of life, and as long as they are willing to take it, we feel honored to offer it.

*Michelle Nanne*





# R10

<b>LOCATION:</b>	SANTA BÁRBARA, HUEHUETENANGO, GUATEMALA
<b>DURATION:</b>	SINCE 2014
<b>ALLIANCES:</b>	CARIBOU
<b>AREAS OF WORK:</b>	CHILDREN AND YOUTH
<b>DIRECT BENEFICIARIES IN 2021:</b>	3

## ABOUT THE PROJECT:

Teenagers struggle to finish their studies due to economic and social factors. **Only 40% of them** enroll to a Junior High grade; and only **2%** pursue a High School career. The **R10 Scholarship Program** aims to help teenagers in Huehuetenango pursue and finish their school careers.

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:

1

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

2

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

# R10

Three teenagers were again enrolled to continue their second year of Junior High School at Fe y Alegría. Because of COVID-19, their studies took place online and their parents were made aware of their kids' performance through regular meetings. This time supplies were mostly Internet data purchases so they could stay connected and study from home. Kids also had a weekly meeting with the project supervisor in case they needed further support with their homework.

Despite the scholarship holders' efforts, their education was affected by parallel responsibilities at home. Both Mildred and Alexander had several assigned chores to complete at home besides their workload from school, which is why they decided not to continue studying.



# 2021

BENEFICIARIES (STUDY AREA)	INDICATOR	1ST TRIMESTER	2ND TRIMESTER	3RD TRIMESTER
	NUMBER OF ACTIVE SCHOLARSHIP HOLDERS	3	1	1
NANCY FLORIDALMA GÓMEZ PÉREZ (FOOD)	AVERAGE GRADE	72	69	77
MILDRED YOLANI SALES LUIS (CARPENTRY)	AVERAGE GRADE	47	DROPPED OUT	DROPPED OUT
NESTOR BENITO ALEXANDER SALES PÉREZ (CARPENTRY)	AVERAGE GRADE	76	28	DROPPED OUT

## THESE ARE OUR R10 SCHOLARSHIP HOLDERS AND THEIR STORIES

# R10

Nancy's story with Coffee Care goes back to when she was 9. She attended one of the Kitas in La Libertad, Huehuetenango. Her family was interested in her going to school, so she was given a TOS scholarship and then became part of the R10 project when graduating from Elementary.

At the beginning, she used to be quite shy and hesitant to speak, but very respectful and willing to study. She loves boarding school and spending time with her friends there. Her teachers are very fond of her and know her for being a responsible, highly committed, and kind lady.

There is no electricity at Nancy's home, so she walks to a relative's to be able to take her online lessons and do her homework. She's very responsible despite the limitations on her daily routine and is always looking for ways to help her get things done and keep on studying.



**NANCY FLORIDALMA GÓMEZ PÉREZ**

## MILDRED YOLANI SALES LUIS

Mildred is the middle child out of three siblings. She's very smart and likes making friends but is not really interested in doing homework. She prefers playing soccer or going to church and participate in activities there.

Ever since she was a little girl, she's suffered from headaches, she gets up late and goes to bed late, too. She likes to wear black; it makes her feel calm and peaceful, she says.

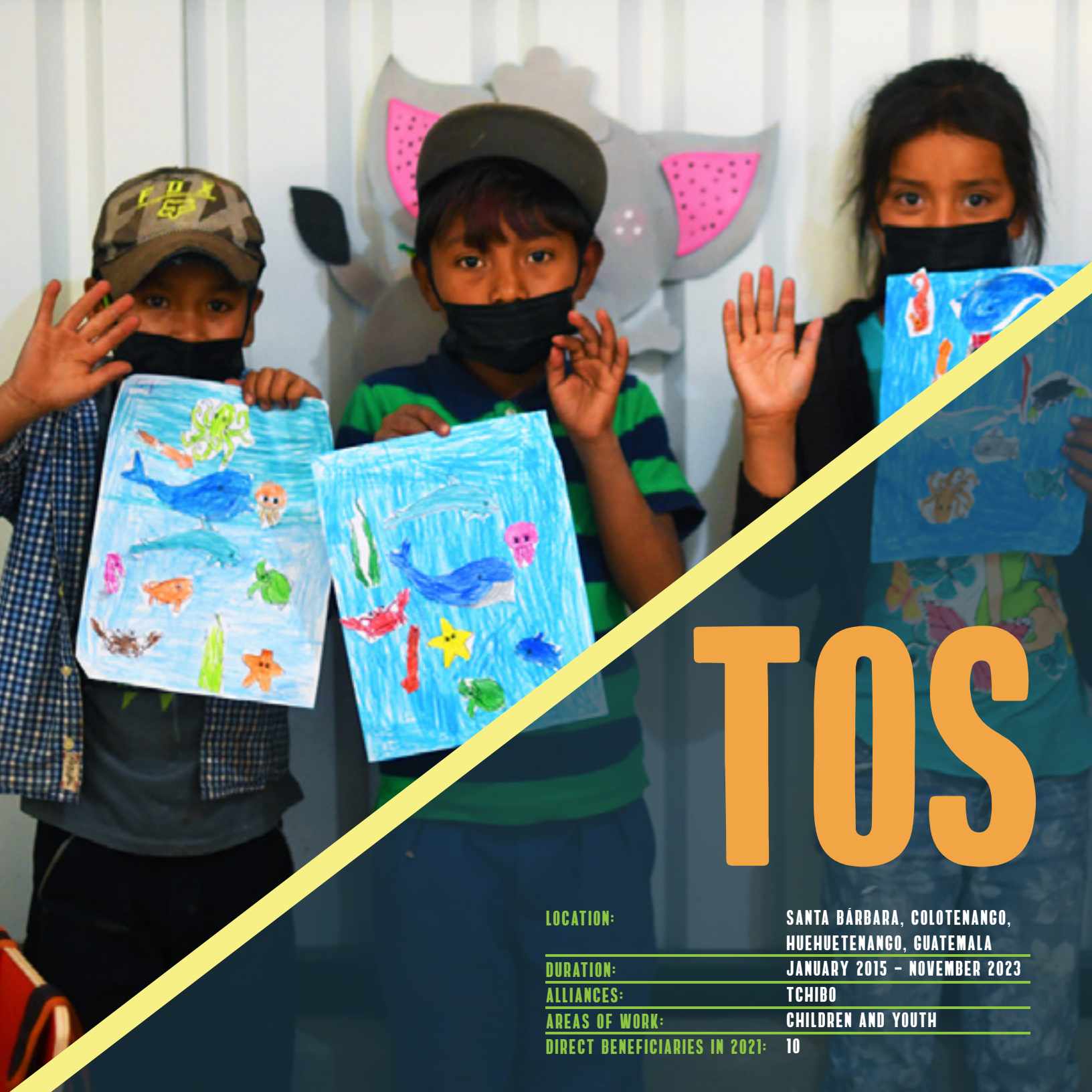
Mildred decided to stop studying and is now responsible for some chores at home. She spent a month at her grandma's house to help take care of her. Although she's been getting sick lately, she feels fine staying home.



**NÉSTOR BENITO ALEXANDER SALES PÉREZ**

Néstor is a very smart guy who loves music. He was very excited to go to boarding school at the beginning, but over time he decided to devote more time to church activities involving music, which lead to poor performance in his studies at Fe y Alegría boarding school.

He also likes to go to bed late, so he doesn't get up very early. He's worried about leaving school but says it's really hard to focus and study from home even though he has his father's support to do so.



# TOS

**LOCATION:**

SANTA BÁRBARA, COLOTENANGO,  
HUEHUETENANGO, GUATEMALA

**DURATION:**

JANUARY 2015 - NOVEMBER 2023

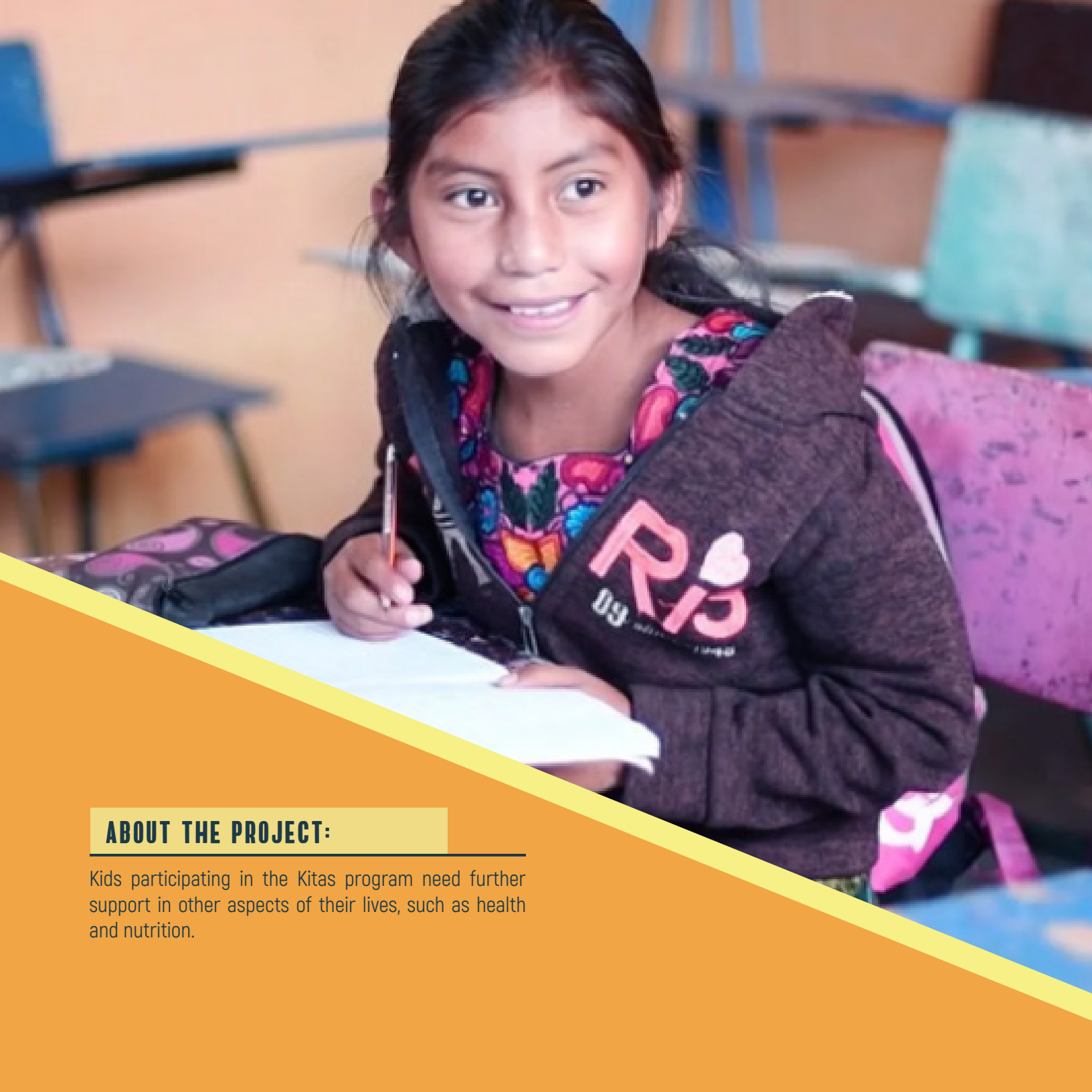
**ALLIANCES:**

TCHIBO

**AREAS OF WORK:**

CHILDREN AND YOUTH

**DIRECT BENEFICIARIES IN 2021:** 10



## **ABOUT THE PROJECT:**

Kids participating in the Kitas program need further support in other aspects of their lives, such as health and nutrition.



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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**.

## SPECIFIC OBJECTIVES:

# 1

Motivate scholarship holders and their parents to help them finish Elementary School.

# 2

Provide education, health, and nutritional support to benefited families.



# TOS

▶ All of the children participating in the project study in public schools; local COVID-19 cases status reports made schools close, and the community's economic situation made it impossible for students to take online lessons.

- ▶ The whole year's education was based on worksheets that teachers would hand to them on a bi-weekly basis.
- ▶ Even though the majority of students passed, this situation affected them negatively, since there was no real follow-up or face-to-face teaching. Most parents are illiterate and have many other priorities at home, so they couldn't really support their kids.
- ▶ The 10 participating families received food bags and COVID-19 prevention supplies, as well as informative lectures on the pandemic.

**2021**

Number of  
scholarship holders

**10**

Number of students  
who passed

**09**





	MIRSA GÓMEZ	SINDY PÉREZ	SANDRA PÉREZ	WENDY PÉREZ	SERGIO PÉREZ	BRENDA PÉREZ	LUIS PÉREZ	EVER SÁNCHEZ	MYNOR SÁNCHEZ	ENDRI MORALES
	5TH GRADE	5TH GRADE	4TH GRADE	6TH GRADE	5TH GRADE	4TH GRADE	4TH GRADE	6TH GRADE	6TH GRADE	5TH GRADE
<b>AVERAGE GRADE</b>	88	68.2	68.7	73.9	67.9	66.4	47.6	65.7	73.8	68
<b>PASSED</b>	YES	YES	YES	YES	YES	YES	NO	YES	YES	YES



## THESE ARE OUR TOS SCHOLARSHIP HOLDERS' FAMILIES AND THEIR STORIES

Julieta was able to go to school and graduate from Elementary. Her husband and her believe it's important their children get ahead. She helps her kids with their homework every afternoon, picks up the bi-weekly worksheets assigned at school, and practices reading with them every day. Both Froylan and Julieta dream of their children becoming doctors or nurses. Their kids have gotten good grades at school.

**FROYLAN AND JULIETA  
PÉREZ FAMILY**

A very united family seeking to get ahead and improve their lives. After they were chosen to participate in the TOS program, Elubia and her husband enrolled in a literacy program so they could learn to read and write. Elubia believes her daughters' education is important and is constantly in touch with their teachers to know how they are doing. She's also a member of the school's parents association.

**ELUBIA PÉREZ  
GÓMEZ FAMILY**

The girls find it hard to study, since they have little support from their parents. They are constantly migrating to work in different coffee and/or corn farms and leave their daughters wherever there is someone who will look after them.

**ARNULFO AND FLORINDA PÉREZ  
FAMILY**







They are sadly only interested in things they can get for free, constantly asking for new benefits or complaining about what they have to do to get them. They haven't shown much interest in their children's studies since they believe they're going to end up working anyways. Julio can be violent and aggressive.

**JULIO AND ZOILA PÉREZ  
FAMILY**

It's a disintegrated family. Even though Florinda is sometimes a victim of violence and has no formal education herself, she never stops motivating her kids to study. She had never been to the city but after some encouragement decided to join us the first time we went shopping for the program's food.

**MARCOS AND FLORINDA SÁNCHEZ  
FAMILY**

Having several children, Francisca pays little attention to her son's education. Marcos, on the other hand, believes it's important, but he decided to migrate to the United States to look for better opportunities and cannot supervise his son's performance at school.

**MARCOS AND FRANCISCA ORTIZ  
FAMILY**



# WE CARE METHODOLOGY

**LOCATION:**

SANTA BÁRBARA, HUEHUETENANGO,  
GUATEMALA

**DURATION:**

SINCE JULY 2021

**ALLIANCES:**

TCHIBO

**AREAS OF WORK:**

WOMEN EMPOWERMENT

**DIRECT BENEFICIARIES IN 2021:**

66





## ABOUT THE PROJECT:

There are several aspects in women's lives in the countryside which keep them from being able to generate income, namely low education levels, machismo, and language barriers. Additionally, pandemic-related issues affected Santa Bárbara's already established bracelet business.

#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

Offer women opportunities to improve their lifestyle.

2

Empower women to have a community development vision.

3

Help women impact their families' quality of life by generating extra income.





For decades, cultural patterns in rural communities have dictated very different activities for men and women; however, more and more women are showing eagerness to get ahead in life, accomplish their dreams and provide their families and themselves with better opportunities.

WeCare helps women develop businesses that let them generate income, specially during no harvest seasons.

The program also seeks to improve their self-esteem, empower them, and foster teamwork so together they can come up with solutions to community problems.

Coffee Care applied the WeCare methodology in three different communities, starting in June 2021. Each project is adapted to the enrolled women's capacities and knowledge.

	CHICOL	CERRO GAVILÁN	TUPLIC	TOTAL
<b>ENROLLED WOMEN</b>	13	33	20	66
<b>ACTIVE PARTICIPANTS (100% TO 80% ATTENDANCE)</b>	5	6	16	27
<b>LESS ACTIVE PARTICIPANTS (79% TO 1% ATTENDANCE)</b>	6	5	3	14
<b>DROPOUTS</b>	2	22	21	25
<b># OF SESSIONS</b>	23	21	25	69
<b>ATTENDANCES</b>	215	296	385	896
<b>ATTENDANCE AVERAGE</b>	9.3	14.1	15.4	12.9
<b>HOME VISITS</b>	28	64	39	131

## SOME OF THE WECARE PROGRAM PARTICIPANTS AND THEIR STORIES

“ COFFEE CARE IS LIKE A FAMILY TO ME. THEY HAVE OPENED MANY DOORS WHEN I NEEDED IT THE MOST, AND I HAVE LEARNED AND EXPERIENCED A LOT. I'M VERY THANKFUL FOR THIS EXPERIENCE. ”

**REBECA GERÓNIMO MORALES**  
MENTOR

MARÍA LIDIA IS A VERY ACTIVE WOMAN LIVING IN TUIPIC, SANTA BÁRBARA. SHE HAS A GOOD SENSE OF HUMOR AND LIKES TO HELP AND MOTIVATE OTHERS BY ASKING QUESTIONS AND TRANSLATING TO AND FROM MAM WHENEVER LANGUAGE IS A PROBLEM DURING TRAININGS.

HER DREAM IS TO HAVE HER OWN CHICKEN FARM, SHE'S ALWAYS TELLING US ABOUT IT.

**MARÍA LIDIA**  
PROJECT BENEFICIARY



**MARÍA GARCÍA LIVES IN CERRO GAVILÁN, SANTA BÁRBARA. DESPITE HER ADVANCED AGE, SHE LEADS A VERY ACTIVE LIFE AND NEVER MISSES COFFEE CARE ACTIVITIES.**

**SHE CAN'T READ OR WRITE BUT IS VERY ATTENTIVE AND ASKS QUESTIONS WHEN SOMETHING IS NOT CLEAR FOR HER. HER DREAM IS TO BUY A FRIDGE, SOME POTS, AND A NEW SET OF DISHES.**

**MARÍA GARCÍA ESCALANTE  
PROJECT BENEFICIARY**



**SEREDONIA LIVES IN CHICOL, SANTA BÁRBARA. A VERY ACTIVE LADY, ALWAYS MOTIVATING OTHERS TO JOIN HER AND PARTICIPATE IN COFFEE CARE PROJECTS. HER DREAM IS TO HAVE HER OWN RESTAURANT.**

**SEREDONIA GÓMEZ  
PROJECT BENEFICIARY**





A close-up photograph of a person's hands holding a large, round, woven basket filled with several golden-brown, braided loaves of bread. The basket is lined with a light-colored fabric featuring a floral and fruit pattern. The person holding the basket is wearing a colorful, patterned skirt and a grey top. The background is dark and out of focus. A thick orange diagonal line runs from the bottom left towards the top right, partially obscuring the basket and the text below.

# BAKERY

**LOCATION:**

SANTA BÁRBARA, HUEHUETENANGO,  
GUATEMALA

**DURATION:**

SINCE SEPTEMBER 2020

**ALLIANCES:**

TCHIBO

**AREAS OF WORK:**

WOMEN EMPOWERMENT

**DIRECT BENEFICIARIES IN 2021:**

6





## ABOUT THE PROJECT:

Women are among the most affected in Guatemala in terms of poverty, social exclusion, health, and education. Cultural patterns in rural areas make them 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.



The bakery project aims to be an income generation model for women 15 years old and up through the production and sale of bread.

Technical and financial training has been given to participants for them to continue with the business 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:

**1**

Create a business plan with a group of women.

**2**

Teach and develop entrepreneurial skills in women to increase their income.

**3**

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.

AFTER SEVERAL ATTEMPTS TO CREATE A STRONG COMMUNITY BUSINESS, IT WAS CLEAR THAT WOMEN NEEDED A LOCAL MARKET TO SELL THEIR PRODUCTS. THE BAKERY IDEA CAME UP WHEN WE REALIZED THERE WERE NO LOCAL BAKERIES AND THERE WAS DEMAND FOR THE PRODUCT.

THE PROJECT IS DIRECTED TO WOMEN ONLY, AND HAS INCLUDED BAKING LESSONS, AS WELL AS TRAINING ON INCOME, COSTS, EXPENSES, AND GENERAL BUSINESS MANAGEMENT IN THE LONG TERM.

HERE ARE LAST YEAR'S RESULTS:

MONTH	5	6	7	8	9	10	11	12	13	14	15	16	TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
ENROLLED WOMEN	11	11	11	11	11	11	11	11	11	11	11	11	11
ACTIVE WOMEN	5	6	6	6	5	4	4	3	1	5	4	2	6
ATTENDANCES TO BAKERY	25	46	55	22	44	28	23	11	1	12	12	25	304
LEARNED RECIPES	8	8	8	14	18	18	18	18	18	18	18	18	18
MONTHLY PRODUCED POUNDS	256	535	907.5	302	423.3	405	362.2	163	3.8	160.2	163.5	364	4,045.5
MONTHLY INCOME AT BAKERY	Q3,564	Q8,083	Q12,669	Q4,286	Q6,283	Q6,941	Q4,557	Q2,588	Q80	Q2,112	Q2,673	Q2,221	Q56,057
TOTAL REVENUE FOR WOMEN	Q1,378.48	Q3,348.73	Q5,368.99	Q1,650.72	Q2,460.95	Q2,655.38	Q1,649.21	Q1,066.27	Q36	Q742.29	Q1,180.59	Q746.64	Q22,284.24
% OF REVENUE	38.70%	41.40%	42.40%	38.50%	38.90%	38.30%	57.79%	41.20%	45%	35.15%	44.16%	39.17%	39.95%



On average, a coffee picker makes **Q.50.00** a day on an 8-hour shift. Women make and sell bread on 6-hour shifts, having a more comfortable routine and letting them still take care of house chores.

Despite this, motivating women to attend the bakery every day and increase their productivity continues to be a challenge.

	REVENUE GENERATED IN 2021	ATTENDANCES IN A YEAR	AVERAGE INCOME PER ATTENDANCE
<b>AMANDA</b>	<b>Q921.65</b>	<b>20</b>	<b>Q46.08</b>
<b>FRANCISCA</b>	<b>Q8,305.97</b>	<b>100</b>	<b>Q83.06</b>
<b>ISIDRA</b>	<b>Q844.68</b>	<b>15</b>	<b>Q 56.31</b>
<b>MARÍA</b>	<b>Q3,289.13</b>	<b>59</b>	<b>Q 55.75</b>
<b>ORALIA</b>	<b>Q3,985.85</b>	<b>50</b>	<b>Q79.72</b>
<b>VERONICA</b>	<b>Q4,936.97</b>	<b>45</b>	<b>Q 109.71</b>



## SOME SUCCESS STORIES AT THE BAKERY

Francisca was at first the shyest person in the group but was always optimistic about the project. Despite not being able to read or write, she was always willing and open to learn, and her shyness just disappeared as weeks went by. Her economic situation changed ever since she joined the program, now she's able to buy whatever she needs, and even treats her friends to a drink or helps people who need it.

FRANCISCA



VERÓNICA



Verónica is the group's leader. She has a higher education level than the rest of the team members, so she has learned faster and has been able to explain and support them better. She got a job in June, so she's not devoting that much time to baking and selling but is still in charge of keeping income and expenses reports, as well as buying and selling raw material needed at the bakery.

A very sociable and busy person, María is always smiling and participating in all community activities, which means her time to work at the bakery is limited. However, she has learned accounting principles at the trainings she has attended, and is now able to make better decisions regarding her money and investments. Her youngest child is now pregnant, so she decided to devote all of her time to take care of her and is not working at the bakery for the time being.

MARÍA







# OPENING OPPORTUNITIES, ATITLÁN

**LOCATION:**

SANTIAGO ATITLÁN, SOLOLÁ,  
GUATEMALA

**DURATION:**

MARCH 2019 - NOVEMBER 2021

**ALLIANCES:**

UNITRADE AND TCHIBO

**AREAS OF WORK:**

CHILDREN AND YOUTH

**DIRECT BENEFICIARIES IN 2021:**

88



## ABOUT THE PROJECT:

Formal and informal academic opportunities are more accessible for men because of cultural reasons. Girls and teenager women tend to leave school at an early age or stay home to get married, have children, and take care of house chores. They are usually victims of physical, mental, and emotional abuse.



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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.

## SPECIFIC OBJECTIVES:

**1**

Boost girls and teenagers' self-esteem.

**2**

Create a safe space where participants feel comfortable and can build important friendships.

**3**

Provide sexual and reproductive health education.



The Opening Opportunities Program was meant to last eighteen months but was interrupted because of COVID-19 restrictions: it was impossible for participants to get together and share a safe space in which they felt comfortable and open to share.

It was until May 2021 and thanks to the local school's authorities, that girls could get together again, following the Ministry of Health's social distancing guidelines. The community of San Antonio Chacayá saw the first class of Opening Opportunities graduate in Santiago Atitlán.

We are proud to know these girls were able to build sorority through friendship and are now better educated on their bodies so they can make better choices in their lives.

Here are some relevant results from 2021:

	GIRLS	TEENAGERS	TOTAL
<b>ENROLLED SINCE THE BEGINNING OF THE PROGRAM</b>	<b>51</b>	<b>37</b>	<b>88</b>
<b>NUMBER OF SESSIONS HELD (MAY - NOVEMBER 2021)</b>	<b>28</b>	<b>28</b>	<b>56</b>
<b>ATTENDANCES</b>	<b>608</b>	<b>303</b>	<b>911</b>
<b>AVERAGE ATTENDANCE</b>	<b>22</b>	<b>11</b>	<b>16</b>
<b>HOME VISITS</b>	<b>218</b>	<b>190</b>	<b>408</b>





## THESE ARE SOME OF THE OPENING OPPORTUNITIES PARTICIPANTS AND THEIR STORIES

**HELDA FRANCISCA VICENTE SOL**



Helda, a.k.a. Chica, was brought to us by her mom, Francisca. She was really shy and had a very hard time completing activities that were supposed to be fun and enriching.

That has totally changed now: she's an active participant, is curious and asks questions, her self-esteem is better, and she likes to interact with other girls. She even brought cookies for everyone one day!

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**SIOMARA IRENE JULAJUJ CALÍ**



Irene has nine siblings, she's 13 and helps her family in their business making beads for jewelry.

She joined the Opening Opportunities program a month after it started but showed great changes soon afterwards: she has become a confident, participative, and supportive girl.

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**SOCORRO CELESTE JIMENA SOL SAPALÚ**



Celeste is 10 and is the only girl in her family, so her brothers take really good care of her and her parents wouldn't let her go anywhere without supervision. Her mom showed interest in the program and enrolled her to be part of it.

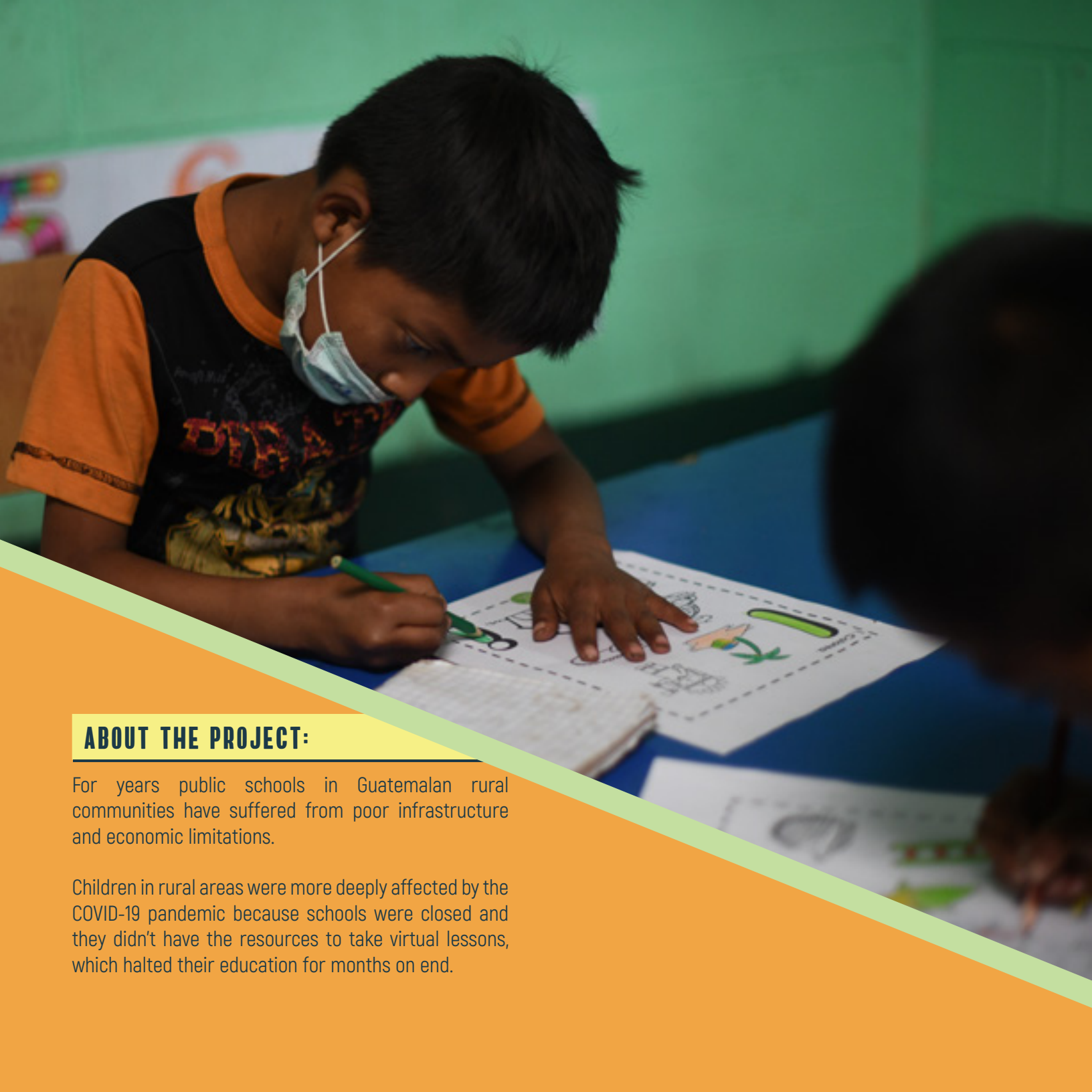
At the beginning Celeste didn't really know how to work in a team, but over time she developed remarkable social skills, and became an active participant always eager to learn more and improve in every way. She's not scared to join meetings anymore and feels empowered to act on her own.

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# SCHOOLS IN MATAQUESCUINTLA

LOCATION:	MATAQUESCUINTLA, JALAPA, GUATEMALA
DURATION:	SINCE 2006
ALLIANCES:	UNITRADE
AREAS OF WORK:	CHILDREN AND YOUTH
DIRECT BENEFICIARIES IN 2021:	29





## **ABOUT THE PROJECT:**

For years public schools in Guatemalan rural communities have suffered from poor infrastructure and economic limitations.

Children in rural areas were more deeply affected by the COVID-19 pandemic because schools were closed and they didn't have the resources to take virtual lessons, which halted their education for months on end.



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 OBJECTIVE:

Support children's education by hiring teachers.

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Public education is deficient because several grades are taught by one same teacher. The Ministry of Education rules that there should be one teacher for every **25 students**, which presents a big challenge for educators and affects children's learning negatively.

Hence, hiring an extra teacher can be of great help and it improves the learning experience for kids greatly. Two schools, located at La Cuestilla and El Zarzal, were chosen by **Coffee Care** to participate in this program.





	EL ZARZAL	LA CUESTILLA (DOÑA BÁRBARA)
<b>TEACHER</b>	<b>LESBIA SUSANA LOY DOMÍNGUEZ</b>	<b>WILLIAM GAMALIEL PRADO JIMÉNEZ</b>
<b>KIDS ENROLLED IN SCHOOL</b>	<b>69</b>	<b>25</b>
<b>GRADES IN CHARGE OF</b>	<b>FIRST AND SIXTH GRADE</b>	<b>FIRST, THIRD, AND FOURTH GRADE</b>
<b>KIDS BENEFITED</b>	<b>17</b>	<b>12</b>

**HERE ARE THE TEACHERS' AND TWO OF THEIR STUDENTS' TESTIMONIES**

“Coffee Care has helped a great number of people, expecting nothing in exchange. This job represented hope for my family and me in the middle of a world crisis, and I’m happy to work with a team that helps children get ahead. ”

**WILLIAM GAMALIEL PRADO  
JIMÉNEZ VELÁSQUEZ  
TEACHER**

Kathery is 10 years old. She has shown a remarkable evolution since she first enrolled. William remembers how she used to cry every morning as her mom kissed her goodbye at the entrance. Now she's a very responsible and hardworking girl. She just completed third grade.

**KATHERY AILIN  
ALVIZURES PÉREZ  
WILLIAM'S STUDENT**

“ I work for an organization that fosters children's and their families' well-being and education. Coffee Care has also help me support my family and make many of my dreams come true. This was one of the hardest years for me at work, but I got to share more with my students' parents, become familiar with their particular situation at home, and keep an open communication so I could improve my teaching and help my students better.”

**LESBIA SUSANA  
LOY DOMÍNGUEZ  
TEACHER**

Alfredo is 10 now. He had a hard time completing his assignments during the pandemic restrictions since he had no access to technology. Both of his parents are illiterate, and they live in a very humble house away from school. Alfredo, however, is a very responsible boy and showed great interest in learning; he was able to successfully complete his academic year. He became the first member of his family to attend school and learn how to read and write.

**ALFREDO DE JESÚS  
SÁNCHEZ AGUILAR  
SUSANA'S STUDENT**





# CLINIC

**LOCATION:**

LA LIBERTAD, HUEHUETENANGO,  
GUATEMALA

**DURATION:**

SINCE 2004

**ALLIANCES:**

SERENGETI, CARIBOU AND UNITRADE

**AREAS OF WORK:**

COMMUNITY

**DIRECT BENEFICIARIES IN 2021:**

APPROXIMATELY 500

## ABOUT THE PROJECT:

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There is a lack of health services in several rural communities around Guatemala; this is due to poor development and bad governmental administration.

Besides the need for such services, communities could use resources to improve road and school infrastructure.





A medical clinic has been offering El Paraíso and the surrounding communities with essential medical care to treat common illnesses, and basic medicines at low cost since 2014.

Over the years, a fund has been created with the income obtained from all services offered and medicine sold

at the clinic. The idea is for these funds 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.

## SPECIFIC OBJECTIVES:

1

Offer basic health services all week round.

2

Identify medical needs in the community and offer appropriate medicines.

3

Provide deworming for children in 6 surrounding schools.

4

Invest obtained funds back to benefit the community.





People in rural communities have access to health through two basic institutions: public hospitals and health centers, both of which show considerable deficiencies around the country.

Some of them do not operate seven days a week, or are only run by auxiliar nurses, who get their title after only six months of academic preparation. Their job consists mostly of monitoring pregnancies. People are forced to travel great distances and spend money on transportation to have access to other services.

**El Paraíso** clinic offers basic health services delivered by a nurse who holds a university degree and sells medicine at low prices.



Here are last year's results:

<b>MEDICINES SOLD</b>	<b>17,450</b>
<b>MEDICINES BOUGHT</b>	<b>16,291</b>
<b>END-OF-YEAR INVENTORY</b>	<b>3,669</b>
<b>PEOPLE SEEN AT CONSULTATION</b>	<b>1,415</b>
<b>MEDICAL CONSULTATIONS</b>	<b>265</b>
<b>INCOME</b>	<b>Q 54,843.00</b>
<b>EXPENSES/REINVESTMENT</b>	<b>Q 47,437.54</b>

## **MARTHA PEREZ – NURSE**



**“I’VE BEEN WORKING AT THE CLINIC SINCE 2005. I’M HERE FROM MONDAY TO FRIDAY AND TRAVEL TO MY BIRTH TOWN EVERY WEEKEND. THE COVID-19 SITUATION CHANGED MANY THINGS FOR EVERYBODY HERE. MANY OF MY PLANS JUST GOT STUCK, I WASN’T ABLE TO VISIT MY FAMILY IN SEVEN MONTHS.**

**I EXPERIENCED SOME ANXIETY FOR BEING LOCKED UP FOR SO LONG, AND THE FACT THAT EVERYTHING GOT MORE EXPENSIVE BECAUSE OF HOW THE PANDEMIC AFFECTED THE COUNTRY’S ECONOMY DIDN’T HELP MUCH.**

**COFFEE CARE HAS BEEN A BLESSING FOR ME; IT HAS OFFERED ME A JOB AND THE OPPORTUNITY TO SEE THE PROJECT GROW, ALONG WITH HOW SO MANY PEOPLE HAVE BEEN HELPED WITH THE EFFORT AND TIME ALL OF ITS TEAM MEMBERS DEVOTE TO IT.”**



**FRANCISCO IS 84, HE HAS 4 CHILDREN AND LIVES WITH HIS 77-YEAR-OLD WIFE, WHO SUFFERS A CHRONIC DISEASE SINCE 7 YEARS AGO. SHE IS BEING FOLLOWED UP AT THE CLINIC.**

**FRANCISCO GOT PNEUMONIA IN 2021, AND HIS FAMILY WAS TOLD TO TAKE HIM TO THE HOSPITAL, BUT THEY KNEW HE WAS AT HIGH RISK OF GETTING COVID AND DECIDED TO TAKE CARE OF HIM AT HOME.**

**THE CLINIC'S STAFF PAID HIM HOME VISITS DURING HIS 10-DAY TREATMENT, WHICH INCLUDED IV CANNULATION, NEBULIZATION, AND OXYGENATION CONTROL. FRANCISCO RECOVERED AND WAS SOON BACK TO NORMAL.**

**FRANCISCO DE LEÓN  
BENEFICIARY**



**BARTOLA IS 77. SHE LIVES AT EL UVAL IN EL PARAÍSO WITH HER HUSBAND AND THEIR 23-YEAR-OLD SON, WHO HAS A SPECIAL HEALTH CONDITION.**

**THEY'RE A LOW INCOME FAMILY. SHE WAS DIAGNOSED WITH TYPE 2 DIABETES MELLITUS AND HYPERTENSION, SO SHE NEEDS TO KEEP MONTHLY CONTROL OF HER GLYCEMIA AND BLOOD PRESSURE.**

**THE CLINIC IS THE CLOSEST CHOICE FROM HOME, AND HAS PROVIDED HER WITH HER MEDICINE ON A MONTHLY BASIS, AS WELL AS WITH ORIENTATION ON HOW TO TAKE BETTER CARE OF HER CONDITION AND HERSELF. THERE ARE SEVERAL PEOPLE LIKE BARTOLA IN EL PARAÍSO AND ITS SURROUNDINGS.**

**BARTOLA RIVAS  
BENEFICIARY**





# KITAS

**LOCATION:**

LA LIBERTAD, HUEHUETENANGO AND SAN  
MARTIN JILOTEPEQUE, CHIMALTENANGO,  
GUATEMALA

**DURATION:**

JANUARY 2021 – APRIL 2023

**ALLIANCES:**

STARBUCKS

**AREAS OF WORK:**

CHILDREN AND YOUTH

**DIRECT BENEFICIARIES IN 2021:**

42



## **ABOUT THE PROJECT:**

Indigenous populations are the most vulnerable in Guatemala, and during coffee harvest seasons pickers tend to move with all their family members for months, affecting their children's education.

In 2010, Coffee Care Association started executing a kindergarten program to reduce child labor during the coffee harvest season. The program offers education, nutrition, and health services at no cost for coffee farms and surrounding communities which depend on the coffee industry in Huehuetenango. Each of these facilities is called a Kita.





As helpful and benefiting as Kitas are, there needs to be a balance, so the program is sustainable and does not depend fully on the organization which created and started it.

The idea is for producers interested in continuing with the project to be trained, go through a phasing-out process in which Coffee Care ceases funding, and execute their Kita according to their capacity.

## SPECIFIC OBJECTIVES:

**1**

Identify those project components that can be economically sustainable in the long term for farm owners.

**2**

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

**3**

Provide the necessary support and guidance for 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 taken to work or accompanying their parents to coffee plantations.



THE PHASING-OUT STRATEGY BEGAN LAST YEAR, IT CONSISTED OF DEFINING A SOCIAL PROJECT FOR TWO FARMS, INCLUDING THEIR MOTIVATIONS AND AVAILABLE BUDGET. HERE ARE SOME OF THEIR RESULTS:

	CATALÁN DE LAS MERCEDES	LOS ARROYOS
DAYS EXECUTED	70	47
CHILDREN ENROLLED	21	21
ATTENDANCES	578	700
MEALS SERVED	1156	1400
ATTENDANCES TO MEDICAL CONSULTATION	100	72
ATTENDANCES TO DENTAL CONSULTATION	107	39



## THESE ARE SOME OF THE KITAS' BENEFICIARIES AND THEIR STORIES

“ Kitas have helped us attract workers to the farm. They keep children away from the fields with their parents. We focus on feeding them and providing them with health services so they don't have to work and be exposed to danger out in the fields. ”

**ELDER MARTÍNEZ  
PRODUCER**

“ As producers, we depend on employees to run a successful business. Our workers are the ones who make our trade prosper, and that's why a Kita is so valuable: it represents our appreciation to them. ”

**FRANCISCO DE LEÓN  
BENEFICIARY**

“ This project has been a blessing to us, coffee pickers. If we take our children to work they might fall down and get hurt. Thank God for letting this project happen and keeping our kids safe, it is truly a blessing. ”

**HILDA BOR  
MOTHER OF BENEFITED CHILD**

“ We're very happy with the Kitas. It's better for our kids to stay here instead of going with us to the field. They should learn Math and to read so they're better than us. ”

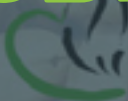
**MARIO LÓPEZ  
FATHER OF BENEFITED CHILD**





# SUPPORTING MOBILITY

LOCATION:



SANTA BÁRBARA,  
HUEHUETENANGO

DURATION:

SINCE NOVEMBER 2021

ALLIANCES:

FEDECAR

TCHIBO

AREAS OF WORK:

COMMUNITY



## ABOUT THE PROJECT:

Getting around from town to town in the countryside can be complicated. Long waiting times, high prices, and people's low income can affect productivity and keep them from traveling.

Coffee Care identified this essential need among communities in which it has worked and decided to find a plausible and culturally acceptable solution. It aims to create a platform which connects drivers with potential passengers. A qualitative investigation was carried to interview people and identify attitudes and expectations from both parties on mobilization. A total of 32 people participated in the survey and helped us determine how important it is to move around communities and be able to transport their packages.





“ Being a driver is not an easy job, it involves great responsibility but also represents a social service. We sometimes get calls from users but are not able to deliver the service; thanks to this network we can contact other drivers to fill in for us, and that way no one is left without the service. Thank goodness people trust us. ”

**ANONYMOUS  
PICKUP TRUCK DRIVER**



# TJF

**LOCATION:**

**SANTA BÁRBARA, HUEHUETENANGO, GUATEMALA**

**DURATION:**

**APRIL 2021 - MARCH 2024**

**ALLIANCES:**

**COFFEE CARE, TCHIBO, GÉNESIS, DISAGRO, UNITRADE**

**AREAS OF WORK:**

**MUNICIPIO DE SANTA BÁRBARA. HUEHUETENANGO**

**DIRECT BENEFICIARIES IN 2021:**

**2,600**





## ABOUT THE PROJECT:

All stages of the coffee production process are important. Having little knowledge on coffee plantations leads to low productivity; the soil and plants are not fully exploited and producers don't have technical support to know how to get better.

Besides, parchment coffee is sold through intermediaries at lower prices and with poor weighing control, which translates into a lower income for producers. Also, poor knowledge of processing, drying, and storage means 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.



## SPECIFIC OBJECTIVES:

**1**

Keep improving coffee quality.

**2**

Continue increasing productivity.

**3**

Get and maintain a total of 2,600 Rainforest Alliance certifications.

**4**

Increase the number of monitoring farms.

The TJF project trained 2,600 producers on a monthly basis on every activity developed in a coffee plantation, aiming to get a Rainforest Alliance certification for all of them.

A total of 76 monitoring farms were established to cover the needs of 1,600 already certified producers and 1,000 more in the process of getting a certification. Coffee quality has increased considerably, surpassing results from previous years, which means prices and demand for Santa Bárbara's coffee have increased. Productivity has seen an overall increase of 30% since the project started.



Silvestre lives in Muxnán. He is a very enthusiastic producer who participates in every activity and encourages his fellows to do the same. His main goal at his farm: to improve revenue by increasing productivity.

**SILVESTRE GONZALO HERNÁNDEZ  
VELÁSQUEZ PRODUCER**

“ We want to learn a lot during training so we can produce a better-quality coffee and improve our prices. That is going to improve our life conditions overall. ”

**RAFAEL SALES HERNÁNDEZ  
PRODUCER / CRUZ QUEMADA**

“ My objective is to teach better agricultural practices through theoretical training sessions and the management of demonstrative farms so producers can replicate what we do here and make their own farms more sustainable. We are here to walk producers through the whole coffee production process and help them make it more profitable. ”

**ROMEO FIDEL LÓPEZ  
AGRICULTURAL TECHNICIAN**