



# ANNUAL REPORT FISCAL YEAR 2013-14



[www.groundsforhealth.org](http://www.groundsforhealth.org)

OUR MISSION: To reduce cervical cancer  
among women in developing countries.



These are exciting times at Grounds for Health, and I am proud to take on the leadership of this strong organization which my predecessor, August Burns, worked hard to build.

With thirty years dedicated to work in international health and development, most recently at the Bill & Melinda Gates Foundation, I know that Grounds for Health has the potential to make a real impact on a preventable, but neglected, threat to women’s lives—cervical cancer. One of my first tasks as President and Chief Executive Officer was to engage our Board and partners in a comprehensive review of our vision and strategies. We have renewed our focus on reducing the burden of cervical cancer in developing countries and taken on new commitments:

- We will embrace new and emerging technologies and delivery models that have the potential to serve more women.
- While strengthening our relationship with coffee companies and cooperatives, we will develop new partnerships with other industries similarly dependent on value chains involving women producers in developing countries.
- We will hold ourselves accountable for increasing the scale of our services and our impact, leveraging the lessons learned from 19 years in five countries.
- We have already revised our monitoring systems to more effectively track service provision.

In a time of great change, it is important to be clear about what has not changed: our commitment to the health of women in low-resource settings; our focus on cervical cancer; our continued partnership with the coffee industry; and our passion for continuous improvement.

During our fiscal year (October-September), we screened over 3,300 and treated 325 women in three countries. We began an exciting new program in Ethiopia, where 2.1 million women aged 35-49 (the optimum age range for detecting cervical cancer before it develops) lack access to effective services. Meanwhile, programs in Peru and Nicaragua continued to reach more women and strengthen local partnerships. We look forward to deepening our relationship with existing partners and engaging new partners in FY2015 and beyond.



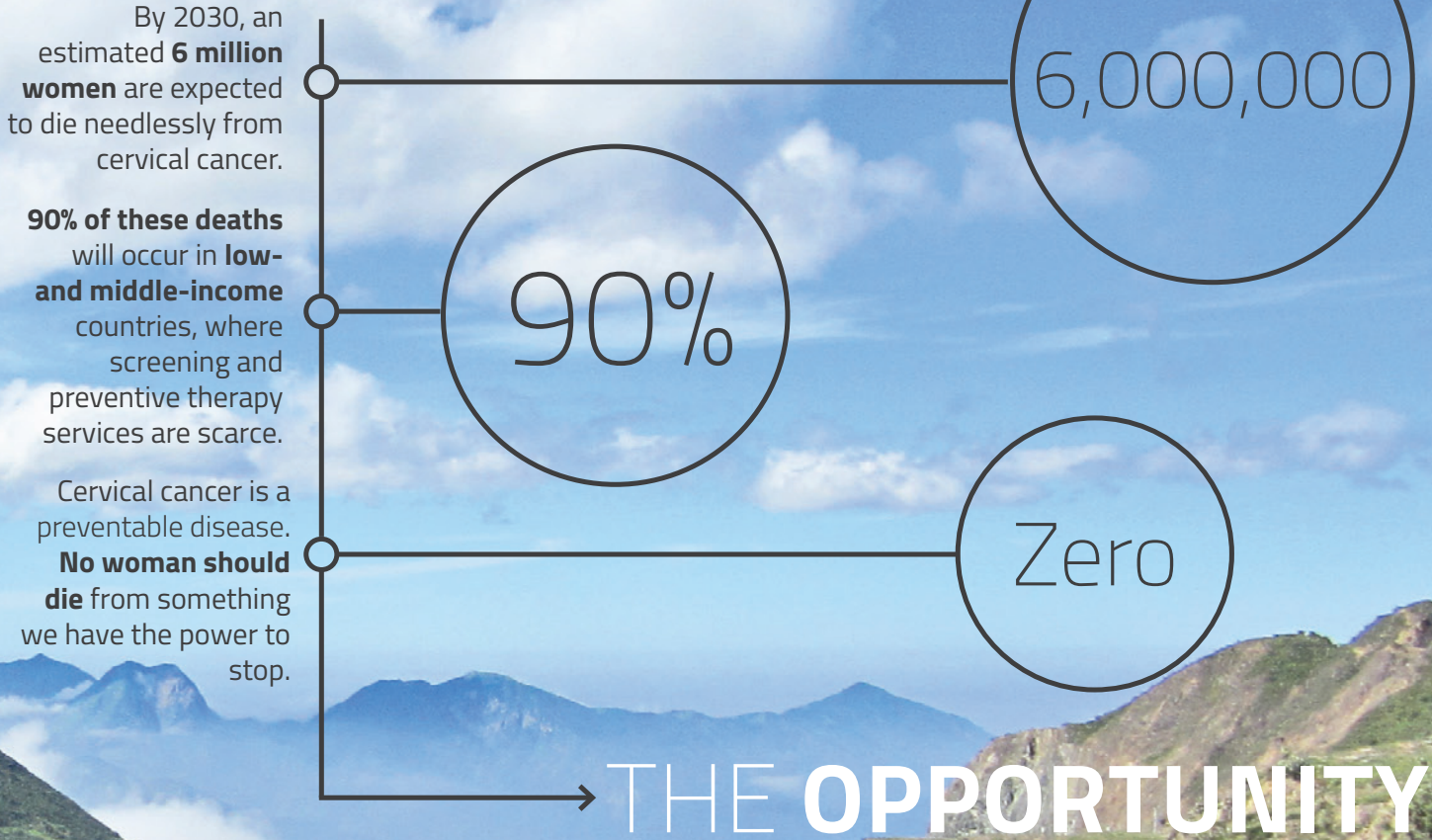
Guy Stallworthy  
President & CEO

We can do so much more, and the women we serve deserve nothing less.



# CERVICAL CANCER

## THE PROBLEM



### READY FOR CHANGE

Unlike many other health problems, cervical cancer is nearly 100% preventable with low-cost screening and, for those who need it, preventive therapy. These services are taken for granted in the U.S. and Europe, but are rarely available to women in developing countries.

This deplorable disparity creates an opportunity for transformation. Through catalytic investments, companies, industries and philanthropists can have a strategic impact by saving many lives, rather than providing charity to a few individuals.

### EFFECTIVE SOLUTIONS

Grounds for Health has long championed the Single Visit Approach, in which women can visit a health center just once for both screening and treatment. This approach, endorsed by the World Health Organization (WHO), is highly effective and economical. Yet there continue to be significant challenges reaching all women, especially those living in remote areas.

We aspire to be on the cutting edge of innovations that will transform cervical cancer prevention at scale. These solutions include: molecular HPV screening, which is more accurate and objective; more robust and economical treatment devices; patient tracking systems that utilize the latest digital technologies; social franchising networks that engage popular private providers; and mobile services for worksites and rural areas.

### PARTNERSHIPS FOR IMPACT

Our experience with the coffee industry shows that consumers and socially responsible companies throughout the supply chain recognize the need to invest in the health of workers and that producer organizations can serve as a valuable entry point to the local community. It is time to extend this model to millions of women working in other global supply chains, such as cut flowers, fresh produce, tea, cocoa, garments and others.



# PROGRAMS: FY2013-14

1

### NICARAGUA: Highlights

- Screening and treatment services reached all municipalities of Madriz, three Nueva Segovia municipalities and indigenous communities in Matagalpa.
- With Grounds for Health’s support, five health care providers from Madriz trained an additoinal group of local clinicians, awarding nine certificates of competency.
- Grounds for Health and Prodecoop signed an agreement to expand services to additional Nueva Segovia municipalities. During the first month, 467 women benefited from screening services, 35 of whom received preventive treatment.



2

### ETHIOPIA: Highlights

- Dean's Beans Organic Coffee provided seed funding for the assessment and start-up phase of the Ethiopian program. Company president Dean Cycon accompanied Grounds for Health staff to facilitate discussions with local partners.
- The Ethiopia program was launched at the end of our fiscal year in partnership with Sidama Coffee Farmers Cooperatives Union, Fero Co-op and the Sidama Zone Health Department.



3

### PERU: Highlights

- Screened 1,590 women. Treatment of those who screened positive mroe than doubled from 65 in FY12-13 to 147 in FY13-14.
- Expanded into the district of La Coipa and added a new coffee cooperative partner, Sol y Café.
- By September 2014, 63% of the women 35-40 years old living in the districts of Chrinos and La Coipa received screening and appropriate treatment.

4

### KIRIBATI: Highlights

- The Grounds for Health Clinical Director trained local providers in Kiribati in order to establish the first screening and treatment service program on the remote island nation.
- A total of 99 women were screened and 24 treated during a three-day campaign.

KEY PERFORMANCE INDICATORS (FY 2013-14)	NICARAGUA	PERU	KIRIBATI	TOTALS (FY2013-14)	CUMULATIVE (1999-2014)
Women screened	1,616	1,590	99	3,305	49,688
Women treated for positive screening results	154	147	24	325	2,867
Providers trained in screening and treatment	19	12	7	38	384



# SUPPORTERS: FY2013-14

## LEADERSHIP CIRCLE

\$20,000+

Dean's Beans Organic Coffee Company  
DS Services, Inc  
ECOM Foundation  
Keurig Green Mountain  
Royal Coffee, Inc  
Swiss Water Decaffeinated Coffee Co



KEURIG  
GREEN MOUNTAIN



## MAJOR DONORS

\$10,000 - \$19,000

Allegro Coffee  
Caribou Coffee  
Coffee Enterprises  
Flavor & Fragrance Specialities, Inc  
InterAmerican Coffee, Inc

Monin  
S&D Coffee Inc.  
Scolari Engineering  
VOLCAFE Specialty Coffee

## BENEFACTORS

\$5,000 - \$9,999

Bunn-O-Matic Corp  
Equator Estate Coffee & Teas  
H A Bennett and Sons  
Haciden La Esmeralda  
ICT Coffee  
Mother Parkers Tea & Coffee

RGC Coffee  
Red Diamond  
Reunion Island Coffee Company  
Royal Coffee New York, Inc  
Sweet Maria's

## CORE CONTRIBUTORS

\$1,000 - \$4,999

Apffels Fine Coffees  
Atlas Coffee Importers  
Baldwin, Jerry & Jane  
Batdorf & Bronson Coffee Roasters  
Bill & Melinda Gates Foundation Matching  
Gifts Program  
Bird Rock Coffee Roasters, Inc  
Caravela Coffee  
Cargill Food Service/Truvia  
Cargill Risk Management

Coffee Exchange  
Coffee Holding Co. Inc  
Dealer Dot Com, Inc  
El Injerto S.A  
Elroy Fulmer  
Green Mountain Coffee Visitors Center  
JJ Bean  
Mountanos Brothers Coffee Company  
Mr. Espresso  
Ogawa Coffee Co  
Pacific Bag Inc  
Paragon Coffee Trading Company  
Peerless Coffee Co  
San Cristobal Coffee Importers

Santa Felisa Estate  
Sloat Brothers, Ltd  
Guy Stallworthy  
Sustainable Harvest Coffee Importers  
Ultra Flex Packaging  
Vittoria Cafe Western Region  
Vittoria Cafe Quebec  
Volcanic Red Coffees & Teas  
Walker Coffee Trading  
Howard Weiss  
David & Anne Carney Wennberg  
Jon & Nancy Wettstein  
Zephyr Green Coffee

## IN-KIND (\$1,000+)

Barista Magazine  
Coffee Talk Media  
Farmer Brothers  
Fresh Cup Magazine  
National Coffee Association  
Roast Magazine  
Sintercafe  
Specialty Coffee Assoc. of America  
Specialty Coffee Assoc. of Europe  
Stir Magazine

## VOLUNTEERS

Ellen Baker, Internist  
Silvia Estrada, NP  
Suzanne Germain, NP  
Karen Lupa, NP  
Jessica Moreno, OB/GYN  
Mariah North, OB/GYN  
Erin Quinn, NP



View all supporters: [www.groundsforhealth.org/support](http://www.groundsforhealth.org/support)

Through our ongoing relationship with Grounds for Health, we have learned that no woman should die from cervical cancer—the world has the knowledge and tools to save tens of thousands of women coffee farmers from a preventable death.

- "DO GOOD" REPORT, 2013  
CARIBOU COFFEE

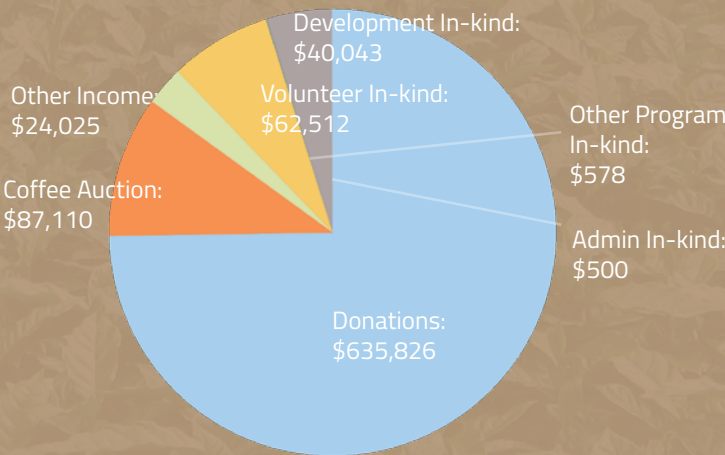
Grounds for Health's presentation jolted me in a profound way. I was never lacking in information ... I simply opted not to learn more nor become a part of the solution. That has now changed.

- KEN SHEA, VP OF COFFEE DEVELOPMENT  
DS SERVICES

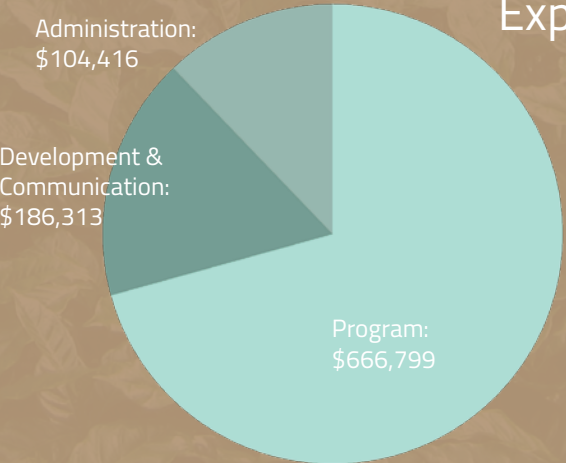
## FINANCIALS

(Unaudited)

Income



Expenses\*



## Board of Directors

**Frank Dennis – Chair**  
CEO, Swiss Water Decaffeinated Coffee Co.

**Miriam Cremer, MD, MPH - Vice Chair**  
President, Basic Health International

**Dan Cox – Co-founder & Chair Emeritus**  
President, Coffee Enterprises

**Jerome L Belinson, MD**  
CEO Preventive Oncology International  
Professor of Surgery, Cleveland Clinic  
Lerner College of Medicine

**Mike Dupee**  
Independent Consultant

**Robert Fulmer**  
President, Royal Coffee, Inc.

**Tracy Ging**  
Director, Sustainability & Corporate Social Responsibility,  
S&D Coffee and Tea, Inc.

**Maria Farahani**  
Co-founder, Fara Coffee & Fara Foundation

**Kerri Goodman**  
President, CoffeeTalk Media

**Adam Pesce**  
Director of Coffee, Reunion Island Coffee

**Linda Smithers**  
Director, Daterra Coffee

## Advisory Board

**Julia Alvarez**  
Writer

**Tina Berard**  
Vice-President, Atlantic Specialty Coffee, Inc.

**Peter Eisner**  
Journalist, Author

**Lynne Gaffikin**  
President, Evaluation & Research Technologies for Health

**Yvette Martas, MD**  
Mansfield (CT) Ob-GYN Associates

**Armetha Pihlstrom**  
Coffee Segment Sales Manager, Cargill Foodservice

**Harshad Sanghvi, MD**  
VP & Medical Director JHPIEGO

**Howard Weiss**  
General Manager, Scolari Engineering

		EXPENSES*	FY2013-14
INCOME	FY2013-14	Program	\$666,799 (70%)
Earned	\$746,961	Development	\$186,313 (19%)
In-Kind	\$103,633	Admin	\$104,416 (11%)
Total:	\$850,594	Total:	\$957,528

\* Includes In-Kind



In 2010, I received an exam at a health campaign organized and run by Grounds for Health. Much to my regret and according to the results, they explained to me that I had cancer. I thought that my life was finished—that my children would be left alone. The doctors explained to me that I should have surgery as soon as possible. After five years, I am healthy and productive for my family, my community and my cooperative.

I am currently the President of the Cooperative, Delegate to the Central Cooperative and a member of the Gender Commission. As an active health promoter and trained midwife, I feel compelled to help others and share my experience as an example of how a life was saved. Sharing my story with other women encourages them to go for an examination at the health center or nearby hospital. When we help a woman who has tested positive I feel fulfilled that my efforts are not in vain.

I have been able to save women as Grounds for Health did with me.



Herminia Granado Zamora  
La Posolera – Waslala, Nicaragua  
Cooperative CORWAS



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