

Grounds for Health™

Healthy women, healthy harvests



ANNUAL REPORT FISCAL YEAR 2014-15

www.groundsforhealth.org

WE ENVISION a world in which all women are protected from the threat of cervical cancer by timely and high-quality prevention services.

EACH YEAR, AN
ESTIMATED **285,000**
WOMEN DIE FROM
CERVICAL CANCER

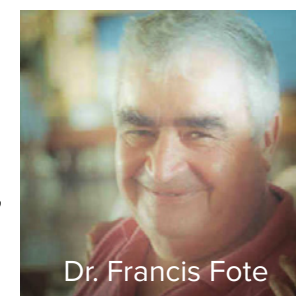
**90% OF THESE
DEATHS** OCCUR IN
THE DEVELOPING
WORLD

Founded in 1996 by a coffee executive and an ob/gyn physician, Grounds for Health is focused on increasing coverage of cervical cancer screening and preventive therapy for women in low-income countries.

IN FISCAL YEAR 2014-15, we renewed our commitment to scaling up high-quality services across all programs. We have been encouraged by the results: our programs in Ethiopia, Nicaragua and Peru enabled 7,349 women to be screened and ensured preventive therapy for 947. These numbers are more than twice as high as the previous fiscal year, reflecting tremendous effort on the part of our field staff and success in identifying more efficient and impactful ways to work. Our plans for FY2016 are ambitious: we hope to more than double our impact again—to serve 18,500 women and provide treatment to 2,300. We have particularly high hopes for expanding services in Ethiopia and are excited to start a new program in Kenya.

The problems we seek to address remain as acute as when we started 19 years ago. In developing countries, more than 500 million women lack access to the cervical cancer screening and preventive therapy services that we take for granted, even though these procedures are quite simple and affordable. While we know that it's nearly impossible to directly serve every single woman at risk, we believe that Grounds for Health can help catalyze action by governments and other technical agencies that will lead to a world in which women everywhere have access to essential health services. We never forget that screening and preventive therapy are life-affirming experiences for each and every woman we reach, for their families and for their communities.

This year was marked by the passing of one of our cofounders, Dr. Francis Fote, an obstetrician/gynecologist, who was moved to action after observing the high burden of cervical cancer while visiting a coffee cooperative in the mountains of southern Mexico. During our fiscal year 2014/15, more than 320 individuals, businesses and foundations supported our work—all of them sharing Dr. Fote's simple belief that in this modern, inter-connected world, we should not tolerate extreme health inequities. As we enter FY2016, we know our objectives are bold but are confident that, with generous supporters and committed partners, we are well positioned to continue to honor and further strengthen Dr. Fote's legacy.



Dr. Francis Fote

Guy Stallworthy
President & CEO

FISCAL YEAR 2014-15

OCTOBER 2014

- Begin service delivery in Wonsho District of Sidama Zone, SNNPR, Ethiopia

NOVEMBER

- Train 26 health care providers—14 in Peru and 12 in Ethiopia

JANUARY 2015

- Move headquarters to more modern facilities in Williston, VT

MAY

- Partner with Marie Stopes International to provide screening & treatment services for thousands of women working on cut-flower farms
- Surpass goal, raising \$203,000 via the Roasters Challenge; \$200,000 is matched by US government for a total of \$403,000 to support our Ethiopia Program

JUNE

- Sign strategic partnership with Specialty Coffee Association of Europe to identify projects that reflect a shared interest in supply chain sustainability and commitment to improving farmers' quality of life
- Raise nearly \$70,000 during the Spring Coffee Auction

AUGUST

- Launch Penny Per Pound (PPP) Program with major importers and roaster participation; PPP is an innovative way coffee supply chain partners can support Grounds for Health via the procurement process

SEPTEMBER 2015

- Organize a study tour to Zambia and Malawi to assess best practices for use of digital cervicography, thermal coagulation and HPV DNA screening for high-quality delivery at scale
- Unveil a new logo and branding, signaling a new era as Grounds for Health enters its 20th year



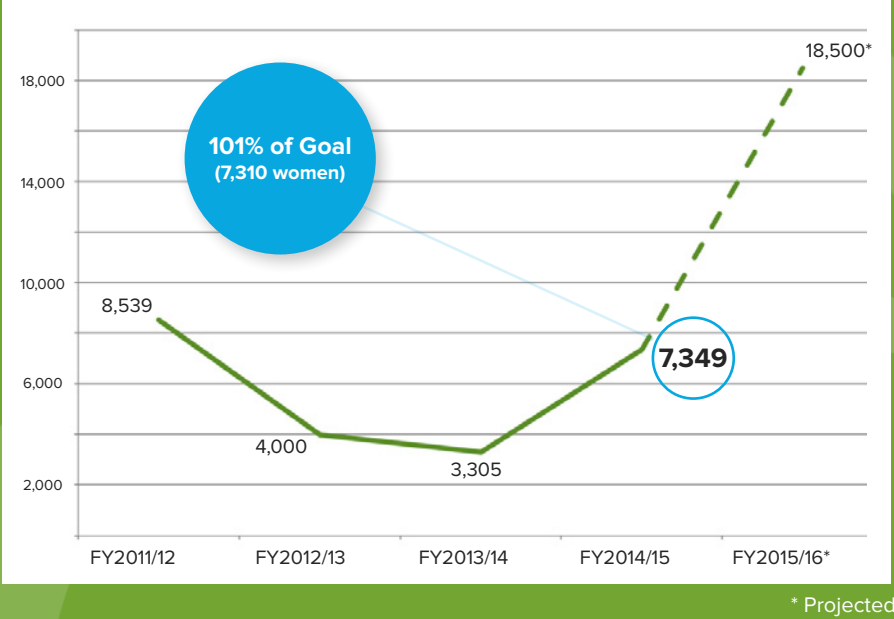
**Grounds
for Health™**



The Grounds for Health fiscal year begins October 1 and ends September 30.

PERFORMANCE

WOMEN SCREENED



KEY STATISTICS

7,349
Women Screened

947
Women Treated

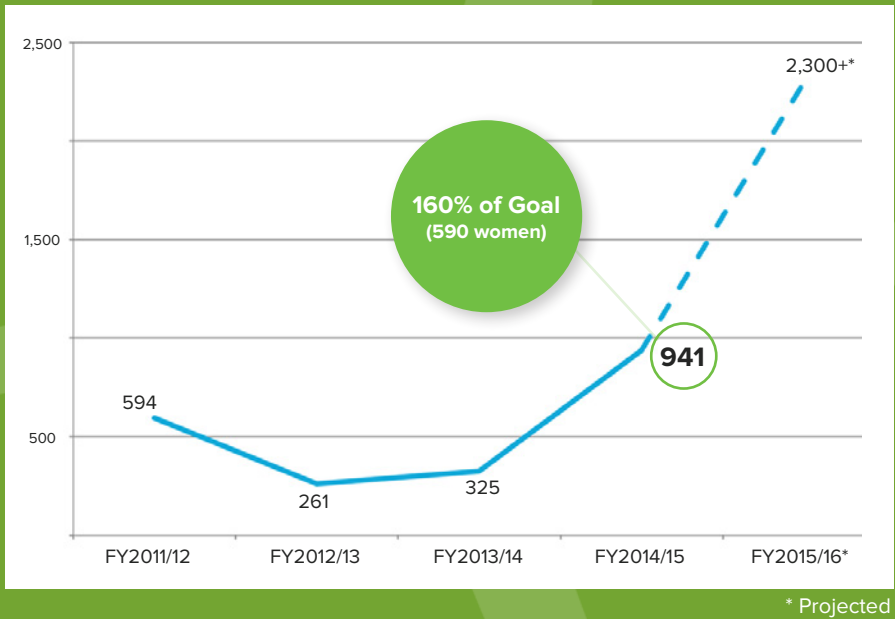
322
Promoters Trained

26
Providers Trained in Screening/Treatment



3 COUNTRIES
6 CO-OP PARTNERS
10,914 COMBINED MEMBERSHIP

WOMEN TREATED



64 Coffee Companies
Donated \$1,000+



NICARAGUA

Cervical cancer is the number one cause of cancer death in Nicaragua, accounting for more than 420 deaths per year, which is more than three times the number of deaths from pregnancy and childbirth. About 20% of these deaths occur in the rural and mountainous northern departments, where many top coffee-producing regions are located.

In FY2014/15, Grounds for Health’s efforts concentrated on the departments of Madriz and Nueva Segovia.

KEY STATISTICS

1,747
Women Screened

302
Women Treated

40
Promoters Trained

Through the guidance of in-country program coordinator Marlene del Carmen Suarez, 1,747 women were screened and 302 treated.



Since 2007, Grounds for Health has screened over 16,880 women and treated 1,800+ in Nicaragua’s coffee-growing regions.

PERU

For women in Peru, cervical cancer is the most common form of cancer and the second most prevalent cause of cancer death. Only 42.9% of Peruvian women receive regular screening, with far fewer gaining access in the country’s remote regions.

Grounds for Health programs focus on the rural districts of Chirinos, La Coipa, and Tabaconas in the San Ignacio Province of the Cajamarca Region. Led by Martha Pineda Guerrero, the in-country team screened 2,443 women and treated 184 throughout the year.

KEY STATISTICS

2,443
Women Screened

184
Women Treated

164
Promoters Trained

14
Providers Trained in Screening/Treatment



Program coordinators Martha Pineda Guerrero (left, Peru) and Marlene del Carmen Suarez (Nicaragua)

We also worked with the Ministry of Health to expand cervical cancer prevention services across all districts of San Ignacio and Jaen Provinces. This joint effort ensures long-term quality of care and increased impact.



“For me, Grounds for Health is an opportunity, something positive. It is a privilege to have such wonderful professionals come here to train us. Above all, it has been a benefit for the women of the area.”

- Ena del Carmen Balarezo Ramirez
Midwife & Trainer

ETHIOPIA

In Ethiopia, each year more than 7,000 women are diagnosed and nearly 5,000 die from cervical cancer. Most of these women could be saved by increasing access to services that can detect and treat pre-cancer and early stage cancer.

In 2014, initial funding from Dean's Beans Organic Coffee made it possible for Grounds for Health to establish the first-ever cervical cancer prevention program in rural health centers of Ethiopia's coffee-growing regions.

KEY STATISTICS

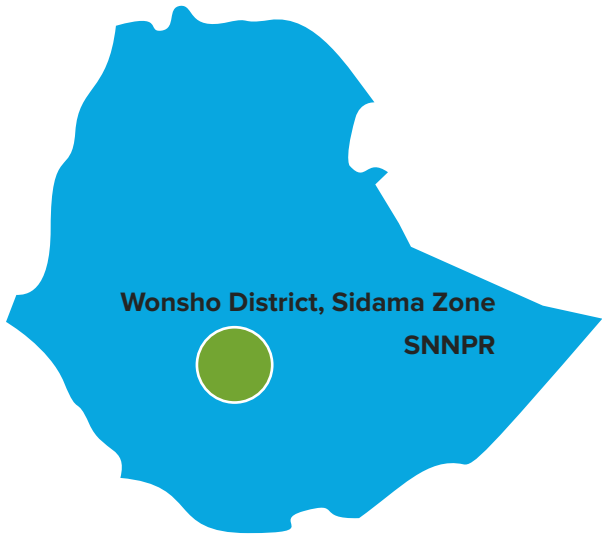
3,159
Women Screened

461
Women Treated

118
Promoters Trained

12
Providers Trained in
Screening/Treatment

Thanks to the leadership of program coordinators Ashenafi Argata and Abiy Semunigus Dejene, the Ethiopia team provided services to more women than any other Grounds for Health program in its first year: 3,159 were screened and 461 treated.



Together with Marie Stopes International we celebrated the first screening/treatment campaign at one of the largest cut flower farms in Ethiopia.



In-country staff Ashenafi Argata and Abiy Semunigus Dejene

ROASTERS CHALLENGE



www.groundsforhealth.org/roasters-challenge

Leading up to Mother's Day 2015, 95 coffee companies donated to the Roasters Challenge for Ethiopia, raising \$203,777 for our programs.

The impetus behind the challenge was a landmark opportunity: the President's Emergency Plan for AIDS Relief (PEPFAR) agreed to match \$200,000 through its support for Pink Ribbon Red Ribbon, a public-private partnership focused on reducing deaths from cervical/breast cancer in Latin America and Africa.

This success is a powerful reminder that the specialty coffee industry cares deeply about the health of women in coffee-producing countries.

Special Thanks:



“

After receiving treatment, I again started to live a happy life with my beautiful children. I would like to say thank you to Sidama Coffee Union and Ferro Co-op for bringing Grounds for Health to our village. We women are everything to our children and house so we have to keep ourselves healthy to maintain a happy family and lead happy lives in the community.

- Beneficiary, Wonscho District



Please note: woman pictured did not provide quote.

SUPPORT

LEADERSHIP CIRCLE

\$20,000+

- Barry T. Chouinard, Inc.
- Keurig Green Mountain
- Stiller Family Foundation
- Dean’s Beans Organic Coffee Company
- Royal Coffee, Inc.
- Swiss Water Decaffeinated Coffee Company
- ECOM Foundation For Development Of Origin Resources

MAJOR DONORS

\$10,000-\$19,999

- Coffee Enterprises
- Marie Stopes International
- S&D Coffee & Tea
- Caribou Coffee Company
- RGC Coffee
- Allegro Coffee Company
- Flavor & Fragrance Specialties, Inc.
- InterAmerican Coffee, Inc.
- Monin, Inc.
- Sweet Maria’s Coffee
- Scolari Engineering/ Texpak, Inc.
- The Lacewing Foundation
- The Tinker Foundation

IN-KIND SUPPORT

Fresh Cup Magazine
SCAA
Farmer Brothers
Roast Magazine
CoffeeTalk Media

BENEFACTORS

\$5,000-\$9,999

- Hacienda La Esmeralda
- Batdorf & Bronson Coffee Roasters
- Bunn-O-Matic Corporation
- Royal Coffee New York, Inc.
- Specialty Coffee Association Of Europe
- Bennetts
- INTL FCStone Coffee
- Mother Parkers Tea & Coffee
- Mountanos Brothers Coffee Company

CORE CONTRIBUTORS

\$1,000-\$4,999

- Casey Blanchard
- CoffeeTalk Media
- Paragon Coffee Trading Co.
- JJ Bean
- Coffee Bean and Tea Leaf
- Finca El Injerto
- Walker Coffee Trading
- Keurig Green Mountain Employee Giving
- Caravela Coffee/Virmax Cafe
- Green Mountain Coffee Visitor Center and Cafe
- Brooklyn Roasting Co.
- Equator Estate Coffee and Teas
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- Apffels Coffee
- Ogawa Coffee Co.
- PT Indokom Citra Persada
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- Nine Brothers Coffee
- Peerless Coffee Co.
- Pod Pack International
- Prescott Coffee Roasters
- Amelia & Dolores Salgado
- Texas Coffee Traders
- Jerry & Suzanne Litner Family Foundation

THANK YOU TO ALL OUR ALL SUPPORTERS!

Complete donor list: www.groundsforhealth.org/support/

FY2014/15 FINANCIALS

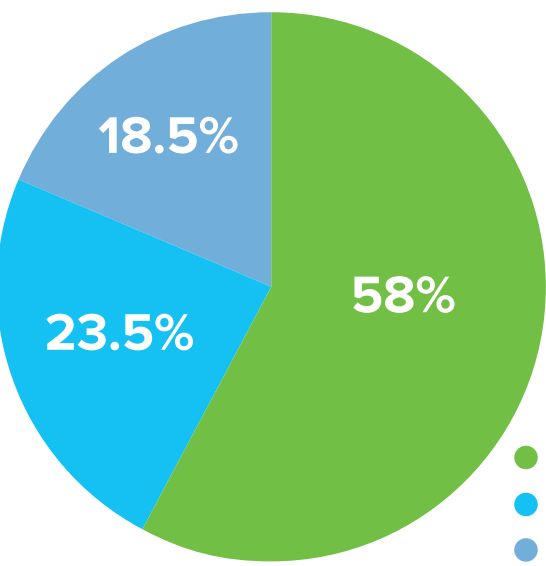
INCOME	FY2014-15	EXPENSES	FY2014-15
Donations	\$683,833	Program	\$608,677
Coffee Auction	\$67,655	Development	\$246,334
Other Income	\$3,092	Administration	\$193,632
Subtotal Cash:	\$754,580	Total:	\$1,048,643
In-Kind	\$64,655		
Total:	\$819,235		

Expenses include in-kind.

*All financials unaudited



EXPENSE BREAKDOWN



“ Since Equator is a woman-owned company, we look for opportunities to partner with organizations that focus on issues that are important to women. Grounds for Health is clearly such an organization. The fact that Grounds for Health works in coffee-producing countries makes the match a perfect fit.

- Ted Stachura, Director of Coffee
Equator Coffees & Teas

- Program
- Development / Communications
- Administration

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