

Grounds
FOR
health



Impact Report

Healthy Women | Healthy Harvest
For Fiscal Year 2012-13



Dear Friends and Supporters,

The theme of our report this year is Healthy Women, Healthy Harvest, making the connection between the essential role that women play in coffee production and why it is so important to be doing our work in cervical cancer prevention. The coffee industry, so generous in its support of Grounds for Health, is having a measurable impact on curbing one of the greatest killers of women worldwide, but especially in the countries where coffee is grown. These women are needed by their families, their communities and by the coffee industry where they provide more than 70% of labor in harvesting and sorting the coffee beans.

I never tire of letting people know the astonishing fact that cervical cancer remains the leading killer of women of reproductive age. That's right, it kills more women than pregnancy and childbirth, yet is preventable for only pennies a day. So that's a great investment in the future of women, the future of families, and the future of coffee.

Our work continues in Nicaragua and Peru and this year we will begin a new program in Ethiopia. Now is the time to scale up our efforts by expanding our programs from training local doctors and nurses, to building regional and national capacity to move this great hope out to reach all women at risk.

Health security, like food security is an issue that is getting attention. An investment in women translates into an investment in her children and in her community. When women do well, the world does well, and keeping women healthy is the bottom line.

We remain so grateful to our many supporters who make this work possible.

Thank you.

August



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Grounds for Health

partners with coffee-farming communities to establish sustainable programs to prevent cervical cancer, *the* major cancer killer of women in low-resource settings.

FOUNDED BY A COFFEE EXECUTIVE SUSTAINED BY COFFEE COMPANIES

The organization was co-founded in 1996 by Coffee Enterprises President Dan Cox and retired OB/GYN Dr Francis Fote. Today, progressive coffee companies from around the world provide the majority of funding for Grounds for Health cervical cancer prevention programs.

“They not only make an immediate difference in women’s lives, they make an ongoing difference in the communities they serve. As a donor, I am thrilled to know that my contributions go directly to saving and improving people’s lives.”

— Donor review on Greatnonprofits.org



GREATNONPROFITS 2013

**TOP-RATED
NONPROFIT**

COFFEE COMMUNITIES ENSURE LONG-TERM SUCCESS

Through Grounds for Health programs:

- Coffee-growing communities gain the knowledge, skills and tools to prevent cervical cancer.
- Coffee cooperatives work to break down barriers that stand between a woman and the care she needs.
- Local leaders learn how to communicate to their peers about the disease.
- Local doctors and nurses are trained in the use of effective skills to literally see the early signs of cancer and eliminate them on the spot.

CARE BEYOND COFFEE

Coffee provides a springboard to facilitating access to care locally, regionally, and ultimately, nationally.

HEALTHY WOMEN | HEALTHY HARVEST

The health of women is critical to the long-term sustainability of the family, community, & coffee industry.

FY2012-13 KEY SUCCESSES

PROGRAM:

Grounds for Health works with coffee cooperatives and local health authorities to improve screening and treatment programs, increase access to these essential health services, and raise awareness at the community level.

In addition to the **45,000 women** who have received screening since Grounds for Health's inception in 1996:

- Well over **4,000 community members** received information about cervical cancer and how to prevent it
- Nearly **3,000 women** took advantage of services offered by Grounds for Health-trained providers through campaigns and ongoing services at their local health centers.
- \$20,000 worth of medical supplies donated to local health centers
- 10 health facilities equipped with necessary supplies for VIA and cryotherapy

NICARAGUA:

- Expanded cervical cancer prevention services to all municipalities in the department of Madriz
- Helped integrate cervical cancer prevention education into the regional Ministry of Health's community health outreach program
- Strengthened screening and treatment services in co-op communities in Nueva Segovia and Estelí
- Nearly 2,000 women accessed screening services (through 2 clinical trainings and 6 community health promoter trainings)

ADVOCACY:

On a larger scale, Grounds for Health continues to advocate for "women at the end of the road" and the critical role of community engagement in cervical cancer prevention programs. The commitment of the coffee industry and the model of strong community partnerships are showing the world what's possible in the fight against this preventable disease. In FY 2013, Grounds for Health made presentations at:

- International Cancer Control Congress 5, Lima, Peru
- American Public Health Association, Boston, MA
- Global Forum on Cervical Cancer Prevention Prevention, Kuala Lumpur, Malaysia
- Women Deliver, Kuala Lumpur, Malaysia

PERU:

- Formalized a collaborative agreement with 2 coffee cooperatives and the local ministry of health
- 931 women received screening and treatment services (through 3 community health promoter trainings and 2 clinical trainings for local providers)

TANZANIA:

- Field tested our Course for Community Health Promoters
- Donated medical supplies

DID YOU KNOW? In Mexico and Tanzania, Grounds for Health has successfully transitioned ownership of the programs to local partners, who will continue to provide screening and treatment indefinitely.

COFFEE IS KEY

Coffee is at the heart of what makes Grounds for Health programs successful and sustainable.

“There are a lot of women here that are economically productive and cervical cancer affects the economy as well as the family. When women die, children are orphaned, leaving families incomplete. There may be children that don’t grow up well because they have no one to guide them. So this disease has a lot of implications, not just for women who die of cervical cancer, but also for families, for communities, and the country.”

– Esperanza González Espinoza, Ministry of Health, Madriz

WE INVEST IN CERVICAL CANCER PREVENTION

Cervical cancer is the **leading cause** of cancer and premature death for women in less developed regions, killing more women than die in childbirth.

Almost **9 out of 10** cervical cancer deaths worldwide occur in less developed regions. (*GLOBOCAN, 2012*)

Yet it is **100% preventable** today.

WE INVEST IN WOMEN

Women perform at least **70%** of fieldwork, harvesting, and sorting in most producing coffee countries. (*International Trade Center, 2011*)

Women are largely responsible for the education, health, and **survival of their families.**

Healthy women ensure a healthy harvest.... of coffee, opportunities, and economic advancement.

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Aurum Organic / Comfort Colors
Barista Magazine
Ben & Jerry's Homemade Icecream
CoffeeTalk Magazine
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National Coffee Association
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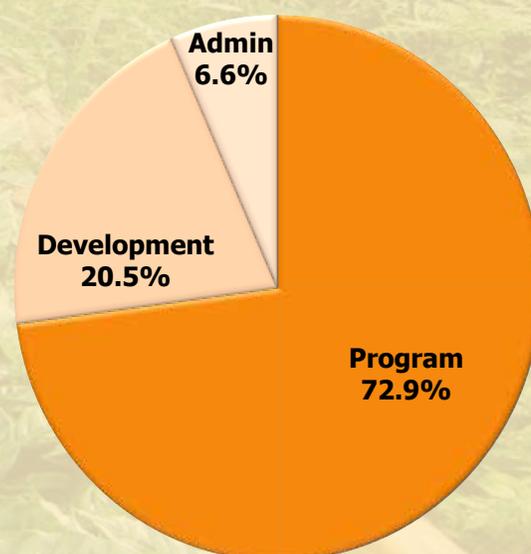
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FINANCIALS - UNAUDITED INCOME

Donations	\$670,185.59
Coffee Auction	\$99,993.92
<u>Other Income</u>	<u>\$21,245.57</u>
Earned Income:	\$791,425.08
Volunteer In-Kind	\$69,560.00
Other Program In-Kind	\$0.00
Development In-Kind	\$39,986.40
<u>Admin In-Kind</u>	<u>\$2,354.14</u>
In-Kind:	\$111,900.54
TOTAL INCOME:	\$903, 325.62

EXPENSES

Program	\$604,256.87
Development	\$169,619.21
<u>Administration</u>	<u>\$54,442.20</u>
TOTAL EXPENSES:	\$828,318.28





“Knowledge is power; with the knowledge women have about cervical cancer, they can save lives, but also improve their relationships. That’s another significant change [of the program]; it has improved family relationships because the training involves the participation of men and women. When they go to get screened, if the woman needs cryotherapy, both men and women are affected. So, one way or another, it relates to gender issues and incites better communication, fairness and results in improved sexual and reproductive health.”

– Zayda Patricia Treminio Rizo, Co-op Coordinator of Grounds for Health, Nicaragua

Grounds
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92 South Main St. #2
Waterbury, VT 05676
p: (802) 241-4146
f: (802) 241-4146



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 @grounds4health