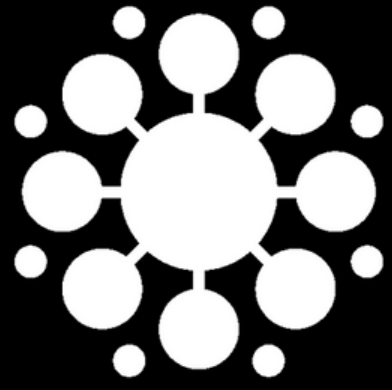




SUPPLY HOPE

2020 YEAR-END REVIEW

supply hope
www.supplyhope.org



COMMUNITY IS KEY

MONTHLY MEETINGS

Business owners are inspired by business owners. We started having monthly meetings with store owners from both Mercado Fresco and Fresco Express stores, deepening our communal engagement even more.



 **NEW ADDITION** 

Our brand new community center opened in August.

THIS WILL SERVE 50 FRESCO EXPRESS STORE
OWNERS IN A BRAND NEW REGION FOR SUPPLY
HOPE, BROADENING OUR REACH.

STRONG BONDS

NEW PEOPLE PARTNERS

Non-profit partners we work with to further the good we can do in Nicaragua



FABRETTO

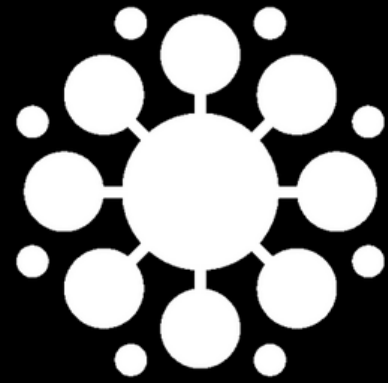
Provides quality education to children living in poverty in Nicaragua.

CONVOY OF HOPE

Focuses on feeding the children of Nicaragua by supplying a free meals to local schools, often a child's only meal of the day

When COVID-19 stopped the world in March of 2020 and began to spread in Nicaragua, it exasperated already dire poverty, unemployment, and public health levels amongst those at the bottom of the pyramid.





Nicaragua's COVID-19 Response

Nicaragua suffered from an extreme lack of COVID-19 restrictions and rampant misinformation. The authoritarian government avoided transparent communication, case number tracking, and public health efforts, so there was a huge need for any and all help from external sources.



OUR RESPONSE

Our first priority is always the health and safety of our store owners, their families, and their communities, so we used every resource we had to help them through this developing crisis.



Altering
Operations



PPE and Social
Distancing



Community
and Store Owner
Education

COVID RESPONSE

OUR FIRST STEP WAS TO PAUSE
OPERATIONS OF FRESCO EXPRESS.

While it pained us to once again halt Fresco Express due to conditions and crises outside our control, we got our store owners off the streets where they could be exposed in crowded areas and potentially expose their families at home.



COVID RESPONSE

PPE WAS DIFFICULT TO ACQUIRE AND
4X MORE EXPENSIVE THAN IN THE U.S.

We provided masks, face shields, and anti-bacterial gel to our store owners, as well as providing private transportation options for our staff to keep them off the crowded buses while still being able to make their inventory deliveries to the stores.



COVID RESPONSE

WE STARTED EDUCATING THE
COMMUNITIES WE SERVE.

We held small socially-distant workshops teaching the communities we serve about social distancing, mask wearing, and personal hygiene.

Our store owners served as ambassadors of knowledge to their neighbors in a time where it was more crucial than ever.





ANSWERING THE NEED

During the pandemic, we began receiving over 150 applications a week, showing us that the demand for reliable income and sustainable work was more present than ever.

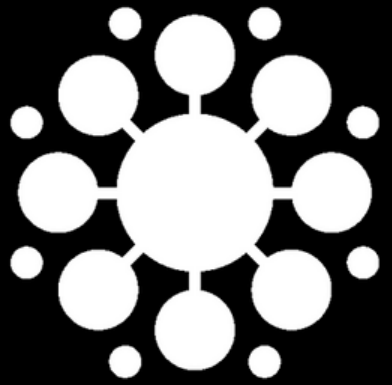


A MERCADO FRESCO FOCUS

Because we could no longer operate our Fresco Express carts on the busy streets, we pivoted to prioritize our in-home stores.

Mercado Fresco gained 32 store owners in the last quarter of 2020.

Increasing the number of Mercado Fresco stores gave communities around Managua the ability to purchase nutritious food in their neighborhoods without having to venture into the main over-crowded markets in town.



REOPENING FRESCO EXPRESS

AS SOON AS WE WERE ABLE, WE
RELAUNCHED FRESCO EXPRESS...
using COVID-19 protections and a limited
group of 11 storeowners.



MEET NIDIA

ONE OF OUR VIBRANT FRESCO EXPRESS OWNERS

Nidia is 43 years old and a single mother of three. She was facing a long stint of unemployment and struggling to take care of her children and grandchildren.

Store ownership was a challenge she was ready to undertake.

Nidia was a quick study and a very charismatic salesperson! She even met her sales goals on her very first day.



NIDIA

Fresco Express

SUPPLY HOPE IMPACT TO DATE



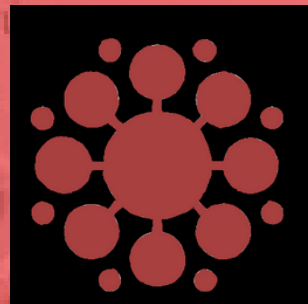
50

current store owners earning a reliable income despite a global health crisis



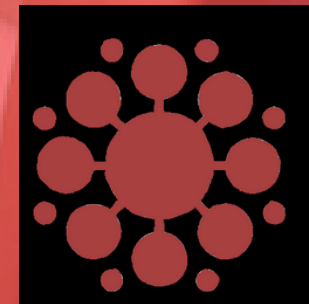
\$251,950

in commissions earned since our first Mercado Fresco launched



3,600,000

pounds of food distributed to 70,000 low income individuals, including 40,000 children



100%

of storeowners have and contribute to a savings account

WHAT'S NEXT

REACHING SUSTAINABILITY AND STRATEGIZING TO SCALE

As we envision a Nicaragua post-pandemic, we will be working to

- reach our sustainability in Nicaragua at 110 Mercado Fresco stores and 215 Fresco Express stores by 2022
- expand into new regions of Nicaragua facilitated by our community center approach
- conduct pilot research in a new country for scaling across Central America

