

Women in Progress Annual Report 2005

Global Mamas



ACCOMPLISHMENTS FOR 2005



WIP and the members of the Global Mamas Cooperative accomplished the following in 2005:

1. Generated \$125,000 in revenue from sales of fairly-traded, handmade clothing and accessories on behalf of the 24 businesses in the Global Mamas Cooperative; an increase of over \$90,000 from 2004.
2. Provided nearly \$50,000 (40% of total revenues) in the form of advance payments for labor to the women of the Global Mamas Cooperative. Additionally, raw materials were provided with money from our Raw Materials Revolving Inventory Fund. These profits directly enhanced the wages, standard of living, and confidence of 120 low-income women in Ghana and indirectly impacted 800 of their family members.
3. Increased the revenue of each member business on average of nearly 600%. Additional profits were invested in new jobs, increased wages, capital equipment, debt repayment, and school fees for children.
4. Created 24 new jobs and apprenticeships for young women. A total of 87 jobs have been created since WIP's inception.
5. Identified over 50 retail partners including zoos, museums, fair trade stores, cooperatives and clothing stores in the United States and Ghana.
6. Provided hundreds of hours of personalized, hands-on business and computer training to strengthen the capacity of women entrepreneurs to better manage their growing enterprises.

Global
Mamas

OBJECTIVES FOR 2006

WIP plans to build on our successes and grow our programs in 2006:

1. Double the sales of Global Mamas fairly-traded apparel and gifts, thereby increasing wages and generating jobs for more women and girls living in poverty in Africa.
2. Open a new Women In Progress office in another region of Ghana, thereby empowering a new group of women business owners, their employees, apprentices, and families.
3. Expand our Raw Materials Revolving Inventory Fund to keep up with our growing product sales and women producers of Global Mamas.
4. Increase our fundraising capacity in order to implement all 2006 objectives.



GLOBAL MAMAS OF THE YEAR: Eli-Emma Batik and Tye-Dye



Emma Myers and Elizabeth Ampiah, owners of Eli-Emma Batik, were recognized for their hard work, dedication, and excellence when the other members of the cooperative selected them as Global Mamas of the Year for 2005. For 23 years, Elizabeth, Emma and their families have been closely connected.

Emma and Elizabeth became friends while working on a factory assembly line. Emma, a gifted batik, left the factory to start a new career as a batik instructor for young female dropouts. Elizabeth developed interest,

and Emma became her mentor. They became business partners and founded "Eli-Emma Batik & Tye-Dye".

Their enthusiasm and passion drove them to help launch the Global Mamas Cooperative. They love the independence and creativity that accompanies running their successful business. Since helping to found Global Mamas, revenues of Eli-Emma Batik have increased over 800%. Profits have wisely been reinvested in the business. In 2005 Eli-Emma completed the construction of a new batik workshop allowing them to better manage their growth and teach the process to interested tourists. They have even invested in two retail outlets in Cape Coast to boost local sales. Working with Women In Progress, they have acquired bookkeeping and management skills, and learned to use the internet for design research.

Their financial success carries over into their personal lives. Elizabeth supports a household of six and Emma eight. After ten years, both women have finished construction of new homes for their families, and now they are not only co-owners and best friends, but also neighbors.

"I have learned a lot about batik and business, but I have really learned a lot about the outside world through exposure to Women in Progress' international volunteers. I believe that anything is possible now that I am an independent business woman who supports my family." - Emma

"I feel so proud of Global Mamas' high quality products and their popularity in the US." - Eli

COMMENTS FROM OTHER GLOBAL MAMAS

"Eli & Emma are so talented and creative and they always produce such good quality."

"Eli and Emma are very hard working and their ability to be successful business partners and best friends is very admirable."

"Eli and Emma are so successful with two retail shops and a batik workshop. They are very smart and they are always thinking of new ways to expand their business. They are also dedicated to producing good quality products as they always think twice before taking action, so that they avoid mistakes."



WOMEN OF THE GLOBAL MAMAS COOPERATIVE

Each and every one of the women business owners of the Global Mamas Cooperative contributed to the overall success in 2005. In addition to increasing revenues and wages, the women of Global Mamas carefully invest in their employees, apprentices and families. Below are the highlights of just a few women in the Cooperative.



ACHIEVEMENT:

Gifty now provides healthcare benefits to her employees as she pays for their malaria medication, vitamins and hospital fees. This is very unusual in Ghana. In addition, Gifty provides employees with transportation monetary bonuses, and better nutrition.

GIFTY IMPEX: GIFTY SAAH

"Now that I have consistent work, I feel like I have all of the confidence in the world to move forward with my career in batik. I hope to one day open up a batik school to finally bring my career the dignity that it deserves."

ACHIEVEMENT:

Kukwa is the youngest Global Mama. At just 20 years of age she has used her profits to support her mother and siblings. She recently was able to rent a larger home for her family in their local village. Kukwa is saving money to go back to school. She has gained confidence from her success which has affected all aspects of her life.

THE KUKWA TREE: OPHELIA "KUKWA" ARTHUR

"People call me the young millionaire."



MY REDEEMER LIVETH FASHION: ESTHER GYEPI GARBRAH

"People now view me as a success; I have a busy job that enables me to support myself and my family. I always dreamed of a time when I would be self-reliant and not have to rely on others for money. I am now living that dream."

ACHIEVEMENT:

Since joining WIP, Esther has hired four new apprentices and five part-time employees. Esther provides uniforms and food to all of her employees. In addition, she is in the process of helping one apprentice to open up her first savings account. Esther also purchased an electric sewing machine to give another one of her hard-working apprentices when she graduates.



WRIGHT LEE FASHIONS: LYDIA WRIGHT

"I am proud of my sewing...proud that I am a hard working business woman who can now pay all of my bills without worrying. I am now happy and enjoying life."

ACHIEVEMENT:

Lydia independently supports her three children as her husband lives in Nigeria. She opened a savings account at the Progressive Women's Credit Union and saves 5% of her earnings for future business investments.

VOLUNTEERS TAKE THE LEAD



The success of WIP and Global Mamas would not exist without the support of our amazing network of volunteers. In 2005 WIP hosted 35 volunteers from eight countries across the world. This international group of dedicated women and men devoted weeks and months of their time to enhance the programs of WIP and expand the businesses of the members of the Global Mamas Cooperative. Volunteer projects tap into the very wide range of expertise including general business, fashion design/new product development, marketing, computer tutoring, photography, retail/merchandising, accounting/financial management, writing, IT, graphic design, and website development. Volunteer project highlights are available online at www.womeninprogress.org.

VOLUNTEER HIGHLIGHTS



Kiley O'Brien designed the 2005 Global Mamas catalog, developed the www.ghanaexpeditions.com website, and designed the "Handcrafting" section of the Global Mamas website. The much improved Global Mamas catalog has helped generate dozens of new wholesale customers for the Cooperative.



Jeff Maurone developed new software to manage the complex production of Global Mamas products. The new production management system allows for much more efficient production coordination of the wide range of Global Mamas products.



Becky Pear and Sue Yun Chi worked with a team of volunteers to implement bookkeeping best practices and create user-friendly, computer-based systems for the members of Global Mamas to track their business expenses and growing profits.



Catherine Deane worked with incoming members of the Global Mamas Cooperative to develop a new line of home décor products including placemats, curtains, duvet covers and tablecloths. The unique home décor items greatly enhance the Global Mamas product line.

LOOKING TOWARDS THE FUTURE

ALICE

is now confident and hopeful about the future because she knows that she can earn the money to fulfill her heart's desires. She dreams that she will one day own a big shop and sell lots of her self-designed clothing.



MANSA

feels lucky, happy, and proud. With the money she has saved, she wants to build her own store, hire more workers, and expand her business to earn even more money to support her family.



MAVIS

feels like she was nothing before, but now she is a woman with a business and a woman with a goal. She dreams that she will own her own shop where she can sell her batik cloth.

ASPIRATIONS OF OTHER GLOBAL MAMAS

"I dream big now; I dream that everything is possible and with God's help and hard work I will hire more apprentices, have more customers and continue to expand my business." - Kate

"I would like to get exposure by going to craft fairs and trade shows. To expand my business I need to expand my customer base. I also want to travel to other countries to see and learn other types and techniques of batik." - Julie

If you are interested in getting involved there are many ways you can help.

MAKE A DONATION

Fund the sustainable growth of businesses and women's empowerment in Africa with a tax-deductible donation. Learn more about making a donation online at **www.womeninprogress.org/donate/makedonation.asp**.

PURCHASE PRODUCTS

By purchasing Global Mamas products, you are offering sustainable livelihoods to women and their families living in poverty. All proceeds go directly to the women and to nonprofit programs that assist them with business development. Shop online at **www.globalmamas.org**.

VOLUNTEER IN GHANA

WIP is an international volunteer organization promoting volunteer work abroad through volunteer vacations.

Volunteers and interns work directly with the members of Global Mamas to expand their businesses. Through a short-term volunteer vacation, you will be able to use your skills to help others and make a difference in the future of women and their families in Ghana. Information about our volunteer programs are available online at **www.womeninprogress.org/volunteer/volunteer.asp**.

CONTACT US

Meet the members of Global Mamas, learn more about batik, and view our products online at **www.globalmamas.org**.

Learn more about WIP's unique approach to economic development, view volunteer project highlights, or make a donation online at **www.womeninprogress.org**.



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