

Global
Mamas®

2009
ANNUAL
REPORT

women in progress
CONNECTING CULTURES



Mission

Women in Progress (WIP), also doing business as Global Mamas, is a non-profit organization which envisions women in Africa to be economically independent. WIP's purpose is to reduce the economic inequality of women by helping to significantly increase the revenues and profits of women-owned businesses through facilitating the export of Global Mamas fair trade products. This in turn increases wages, generates new jobs and improves the standard of living for women, their families, and the larger community. WIP believes that helping women gain economic independence is the most effective way to create prosperous communities.

Programs

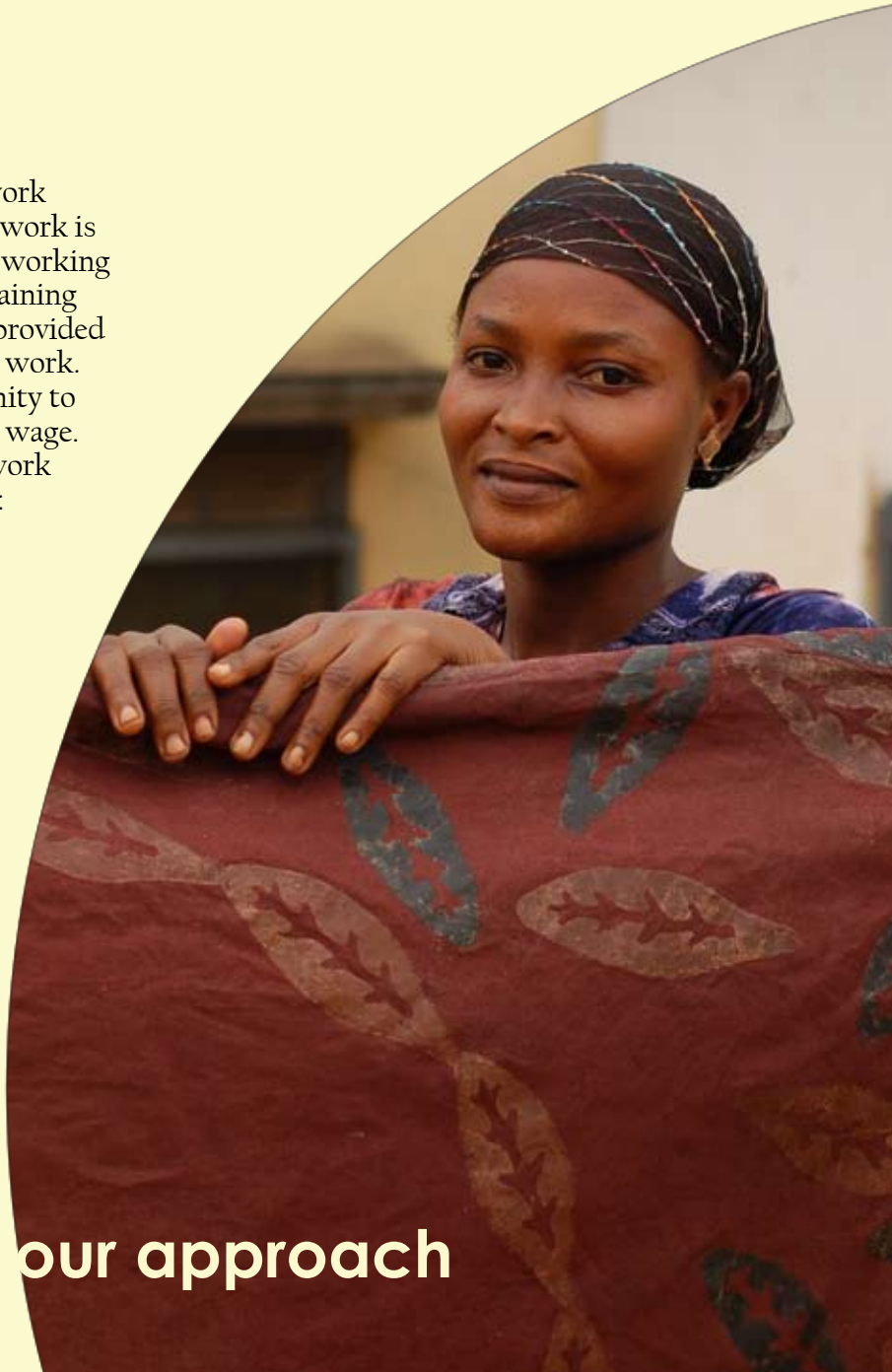
Women in Progress helps small woman-owned businesses in Africa to access global markets and manage their growing businesses. WIP enables the economic independence of these women by promoting their traditional skills in producing handmade products under the brand name Global Mamas. WIP provides direct access to markets in North America, Europe, Asia and Australia. WIP works extensively with each business owner on new product development and quality control. WIP also provides artisans with personalized, hands-on business assistance and computer training to strengthen the capacity of women entrepreneurs to better manage their growing enterprises.


Global Mamas

In 2003, WIP launched the Global Mamas network with six producers. Today the Global Mamas network is comprised of 108 individually-owned businesses working together to penetrate larger markets while maintaining their operational independence. The women are provided fair and deserved payments for their high-quality work. Sales of the Global Mamas' products provide dignity to African women who are now able to earn a living wage. WIP provides artisans in the Global Mamas network with financial and managerial support, including:

- Coordination of the production of over 180 products in hundreds of designs for nearly 300 customers in North America, Europe, Asia, Australia and Ghana.
- Up-front payments for the production of the high-quality goods by financing cash flow.
- Sourcing of raw materials in bulk through a Raw Materials Revolving Inventory Fund resulting in reduced costs and increased product quality and sufficient working capital greatly needed by the producers.
- Management of and training in quality control.
- Practical training in new product development, fair trade business management, computer literacy, strategic planning, bookkeeping and marketing.

our approach





our results and goals

2009 Organization Accomplishments

INCREASED REVENUES & WAGES

- WIP facilitated \$725,809 in sales of fair trade products in Ghana, North America, Europe, Asia and Australia. This was achieved on behalf of the 108 businesses in the Global Mamas network.
- The women of the Global Mamas network collected \$243,502 in payments, which accounts for 34% of total product sales. Because raw materials are provided in advance through a Raw Materials Revolving Loan Fund, payments to the women were mainly profit.
- Including business owners, employees and apprentices, sales of Global Mamas products and cultural workshops directly enhanced the wages, standard of living, and confidence of 581 women in Ghana.

JOB CREATION & BUSINESS EXPANSION

- Since inception, WIP has created over 370 new jobs in Ghana by helping women-owned businesses expand their operations.
- The women in the Global Mamas network worked to expand their businesses. New revenue was used to purchase new equipment, install electricity and phone lines at their homes and workshops, open and expand savings accounts, repay loans, rent permanent business locations, and expand their product lines.

PROGRAM EXPANSION

- WIP partnered with Naasakle, Ltd. and Ele Agbe Company to launch a new line of skin care products utilizing Ghana's Shea Butter. Sales of Global Mamas Trunk Scrub, Dandy Lion Shea Soap and Slippery Slope Shea Butter increased the incomes of nearly 20 women and created 13 new jobs.
- Implemented a glass recycling program with the US and British Embassies in Accra, the capital of Ghana.

EXTENSIVE TRAINING

- Through an extensive volunteer network, WIP provided hundreds of hours of hands-on business assistance and computer training to strengthen the capacity of women entrepreneurs to better manage their growing enterprises.

IMPROVED STANDARD OF LIVING

- The women in the Global Mamas network improved the standard of living for themselves and their families. Utilizing their additional income, the women paid school fees for their children, adopted orphans, provided financial support to extended family members, paid medical bills, rented larger living quarters, and purchased land. Many women also feel great relief in achieving financial stability.

2010 Objectives

- Launch a new Global Mamas batik/sewing center in a new region in order to meet the increased demand of the North American and European marketplaces.
- Expand the Glass Recycling Project to include the grinding of glass to powder for use by bead makers.
- Enhance the Women in Progress Internship Program for fashion designers from North America and Europe to experience first hand the challenges and impact of fair trade apparel production.

Global Mamas spotlight

Global Mama of the Year/Cape Coast

Georgina “Gina” Abra Afenyo is a busy batik artist. Since she produces several batik designs for the Global Mamas line, including the popular Yin Yang design, she is in the office often to drop off or pick up an order. Every time she comes into the office she always has a smile on her face. Not only is Gina busy doing batik work for Global Mamas, but she also shares her passion by teaching art at a local high school and teaching the Batik Workshop that Global Mamas offers for interested tourists. Gina has also shared her love with future batik artists by training seven apprentices and she hopes to one day expand her business to an established factory so that she can provide more work to those in need. Gina wishes to eventually retire back home to the Volta region in Ghana. When Gina is not working, she enjoys reading and spending time with her husband and four children. Gina has shown great strength as a member of the Global Mamas organization. She has exhibited creativity by submitting a number of new design ideas for consideration in the 2010 collection, and had one chosen: Footprints, which is used in the Ruffle Blouse. She has showcased determination by pushing through tough orders in a short time frame. And she has shown us her commitment to the mission of Global Mamas by sharing her passion with so many. Gina’s willingness to “go the extra mile” and do more than expected for the Global Mamas team has earned her the recognition of Global Mama of the Year Cape Coast 2009!



Global Mama of the Year/Krobo

Victoria Tettey started assembling Global Mamas beaded products a little over two years ago in Odumase-Krobo in Ghana’s Eastern Region. Before that she was selling rice, beans and soups to school children in front of a small school. The school decided to put in a cafeteria and her small business was eliminated. In the two years that Victoria has been working with Global Mamas, she has shown her talent for product design, time management and quality control. It is fair to say that without Victoria, Global Mamas would not get its earring orders out on time. With the income that she earns through assembling beaded products for Global Mamas, Victoria is able to pay her son’s school fees, pay for her mother’s health care and help with her brother’s expenses. Victoria’s long term goals are to start saving enough money to open a provision store so she can employ other people. Victoria has proven to be a wonderful addition to the team in Krobo. She is a dedicated worker and well deserving of her title as Global Mama of the Year Krobo 2009!



Innovation Award



Hannah Dodoo proved herself a talented seamstress when she placed second in the national sewing competition “Wax Style 1998 GTP.” Hannah’s talent and passion for sewing was perfected while she lived in Germany, studying design with a focus on pattern

making. In 1982, Hannah began her own seamstress shop with a small bank loan. Starting in her own home with no apprentices, she has come a very long way. Now “Hadod Fashions,” her busy shop in the Cape Coast market, employs seven apprentices and nine workers. Hannah’s future plan is to purchase a computer and use it for designing. Hannah’s creativity has not only benefitted her business, but also Global Mamas as she continues to submit ideas for use in the wholesale catalog. Some of them, including the batik basket, have been adopted.

Initiative Award



Monica Eku joined Global Mamas in October 2008 at age 29. She is from Elmina / Cape Coast, and has excelled in developing and perfecting her batik craft. She has been eager to add more designs to her Global Mamas repertoire and showed her initiative by visiting the

office to see if there were new samples for her to try. She is also taking on paid apprentices to assist her with her anticipated workload. Since joining Global Mamas, she has earned enough money to repay her loan and has been able to buy a cauldron for de-waxing batiked cloth, a pot for melting wax and two large tables for registering motifs on cloth. In addition to her work for Global Mamas, she offers free batik training to the young girls in her community. Once Monica saves enough money, she plans to build her own shop to continue to help less fortunate women.

“My favorite part about my job is the challenges that we come up against and the teamwork that is necessary to overcome these challenges.”

Wisdom Tamakloe, Staff Member of the Year

Alice Korsah, a multi-talented artisan, is a seamstress and a batik. Also an entrepreneur, Alice opened “Jehovah Jireh” in a tiny rented room while she was in her early twenties. She prides herself on reliability and nurtures strong customer relations by proving to her customers, including Global Mamas, that they can depend on her for high quality work and timely completion. This philosophy has enabled Alice to gradually grow her business and bring on apprentices. While working with Global Mamas, Alice has increased her savings with Progressive Women’s Credit Union and has qualified for a loan from the credit union to contribute to the cost of increasing her store merchandise. Alice’s skill as a leader not only applies to her business but to the greater Global

Mamas network. Alice is an active voice at organizational meetings, often speaking up for the more quiet Mamas. She has also stepped up in many ways over the last year, leading the fellow Mamas to organize to support each other emotionally and financially.



Wisdom Tamakloe began work with Global Mamas as a Quality Control Officer three years ago. He has been promoted twice since then, most recently to Production Manager. In that role he has proved himself a vital part of the team. Wisdom, or to those more familiar with him, Wizzy, is always busy at work, analyzing complex spreadsheets, figuring out the logistics of orders, interacting with the Global Mamas, or simply keeping spirits high in the office. Wisdom, originally from the Volta Region, came to Cape Coast to attend Polytechnic University where he obtained his degree in Mechanical Engineering. His work at Global Mamas does not require him to use his engineering skills, but he does not mind as he fervently believes it is not necessarily about the job itself, but rather how well one can do the work. Anyone who has stepped foot into the Global Mamas’ office in Cape Coast knows that this award was highly deserved. Wisdom contributes his accomplishment to the entire staff team, without whom he feels he would not be nearly as successful.



Leadership Award

Staff Member of the Year

feature story

Growing Up Mamas

Since its establishment in 2003, Global Mamas has created many jobs and advanced many careers. The success of the women who work for Global Mamas reflects the goals and ideals of the organization. A perfect example of that success is represented by the women who have risen from apprenticeship to official Global Mamas. In the past year, the individual careers of four Global Mamas apprentices have progressed to the point where they are now Mamas themselves.

Patricia Tandoh is one of these exceptional women. Following vocational school, Patricia began as an apprentice batik, learning from founding Global Mamas producers, Eli and Emma. After her year long apprenticeship, she continued her batik career by working at Eli-Emma's Batik & Tye-Dye for six years. Although Eli and Emma introduced Patricia to Global Mamas, she admits that at first she never thought that she would ever be a Global Mama herself. As the relationship between Eli and Emma and Global Mamas continued to evolve, Patricia was able to see how the presence of Global Mamas improved both their work as batikers and their general livelihoods for the better. She began to wonder what it would be like to work for Global Mamas herself. Patricia wanted to achieve independence in both her career and her finances and felt that Global Mamas was the right place to turn in order to go forward. She says, "the day that Global Mamas accepted my application was the happiest day of my life. I am happy now, because I can control my career and I love the independence that Global Mamas has given me." Working as a Global Mama for the past year has reminded Patricia of what she loves most about batik - the ability to create designs and the sense of accomplishment that comes from a beautiful end product. Patricia truly enjoys going to work every day and loves everything, from the designs to the people that have defined her new career with Global Mamas.

Similar to Patricia, Felicia Kurankye, Elizabeth Abena Andorful, and Jennifer Thompson have all joined the Global Mamas team in 2009 after completing their apprenticeship under other Global Mamas. All three women contribute their drive to become seamstresses to their need to support themselves and all feel that being a part of Global Mamas has helped them further themselves financially. Felicia saw the opportunities that Global Mamas could provide seamstresses through her apprenticeship under Janet Abo Sagoe saying, "I knew that Global Mamas has helped women like me be able to open their own shops and support themselves. I knew they could help me, so I applied." Being a Global Mama has not only helped Felicia financially, but she also feels that through Global Mamas she has learned how to sew unique patterns at a higher quality than before, which has boosted her reputation and business.

Elizabeth Abena Andorful, who apprenticed under Joana Minow, and Jennifer Thompson, an apprentice to Charlotte Plange, similarly share these feelings about the increased quality of their goods since joining Global Mamas. They both also note the invaluable skills of bookkeeping and savings they have learned from the workshops that Global Mamas holds. All four of these apprentices-turned-Global Mamas feel that their lives have been bettered by joining the Global Mamas team and look forward to continuing their relationship with the organization. Elizabeth remarked, "I knew that Global Mamas was good and when I became part of it, I saw that my life could be good too," a mutual sentiment clearly felt by all of these women.

by claire munley



“It is evident that Global Mamas is transparent and sincere in its efforts to improve the lives of Ghanaians.”

Shane Bohbrink, Volunteer in Accra 2009



Emi Yoshidomi, from Mizuma, Kurume City, Japan, worked with Global Mamas for 2 years through a program called the Japan International Cooperation Agency (JICA). Emi has extensive training in apparel design and Global Mamas was fortunate to have her skills on hand for an

extended period of time. With her expertise, Emi was able to assist Global Mamas with a variety of critical projects. Emi helped to develop the Global Mamas size chart which was an invaluable start to creating consistent products. She also corrected old patterns, designed new products, developed specifications for existing products and trained seamstresses on new products. Emi was an amazing team player, willing to do whatever was needed, whether it be cleaning pictures for the catalog or checking the quality of products the night before a shipment. Emi was an incredible addition to the Global Mamas Family and will be greatly missed.

The Global Mamas websites and catalog would not be a reality without the help of volunteers like Kate Watson from Santa Clara, CA. Kate took one month off from her wedding and lifestyle photography business to bring herself and her camera to the aid of Global Mamas. She



kept herself very busy running around Ghana in the extremely hot weather, carrying her heavy camera. She started her trip in Accra by taking photographs of loose beads for a future wholesale bead catalog. After that, Kate made her way over to Cape Coast where she took photos of batik samples and several seamstresses at work in their shop. Then it was off to Edumafa where she took photographs of the new papermaking cooperative. Most excitingly she organized the fashion photo shoot of the 2010 products. Her work can now be viewed in the 2010 Wholesale Catalog and on the Global Mamas website.

WIP would not exist without the contributions of its international volunteers. Each year volunteers travel from all over the world to Ghana to help expand the work of WIP and Global Mamas.

Recent Indiana University graduates Shane Bohbrink [Bloomington, IL] and Marc Uible [Cincinnati, OH] were a perfect project match for Global Mama Eugenia Akuete and her business, Naasakle, the producer of the Global Mamas Dandy Lion Black Soap line. Naasakle also provides work for over 700 producers in the Northern Region of Ghana. As interns with extensive training in business, operational management and marketing, Marc and Shane were able to provide consulting services that helped Naasakle expand its business model. Thanks to Shane and Marc, Naasakle was able to develop a variety of marketing tools, redesign the company website and develop a distribution plan. The exciting culmination of this partnership was the award of an \$85,000 grant for Naasakle's expansion in northern Ghana.



Rachel Kennedy, from Boulder, CO, was studying abroad at the University of Ghana in Accra when she came into the new Global Mamas retail store. After learning more about the organization she decided that she wanted to spend her remaining 3 months volunteering with Global Mamas. With focus and energy Rachel tackled a variety of projects. Rachel carried out fair trade education and conducted many interviews with the bead makers in Odumase-Krobo to assess their progress from their involvement with Global Mamas. She also worked with a fellow volunteer to develop the Global Mamas Bead Making Workshop. After leaving Odumase-Krobo, Rachel spent her remaining time in Cape Coast on market research. Rachel compiled a list of cities and universities to target for selling fair trade products and expanding Global Mamas' retail relationships. Proving her well rounded and willing nature, Rachel also reorganized and painted the Cape Coast retail store.





Focus on Implementation & Tangible Results

While WIP's mission is not unique in Ghana, its methodology and measures of success are innovative. WIP challenges the typical NGO system by asking, "So you trained 500 people this month, and then what? So you prepared 20 entrepreneurs for export, and then what? Did they implement any of the ideas? Did they export? What real results were achieved?"

When WIP launched its programs in 2003 the women of Cape Coast said: "You can teach us marketing or bookkeeping, but if you don't help us to find new markets for our products, we won't be here tomorrow." WIP generates real, tangible results by taking a unique approach to economic development that is not focused on classroom training. Through an extremely talented volunteer and intern network, WIP provides hands-on, personalized assistance to respond to each business' unique challenges and opportunities and, most importantly, provide access to new markets.

Commitment to Self Sustainability

The producers of Global Mamas have seen many NGOs come and go over the years due to their reliance on outside funding. While WIP recognizes individual contributors as important partners, WIP is proud to say that over 90% of its revenue is contributed by the producers of Global Mamas through a profit-sharing model and our amazing volunteers. Today every single location of Women in Progress/Global Mamas is self sustainable. We very much value donations to launch new programs rather than finance ongoing operations.



Fair Trade Plus

Because the Global Mamas network exports and distributes products directly, producers in the network earn nearly 35% of total revenue. WIP also ensures that fair trade principles are implemented at the grass roots level through the internal Global Mamas fair trade certification program.



get involved

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 nonprofit programs that assist them with business development. Shop online today! www.globalmamas.org.

Volunteer in Ghana

WIP is an international volunteer organization promoting volunteer work abroad through volunteer vacations and student internships. 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 the women and their families in Ghana. See more online at: www.womeninprogress.org/volunteer/volunteer.asp.

Contact Us

Meet the members of Global Mamas, learn about batikting, and more at www.globalmamas.org.
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