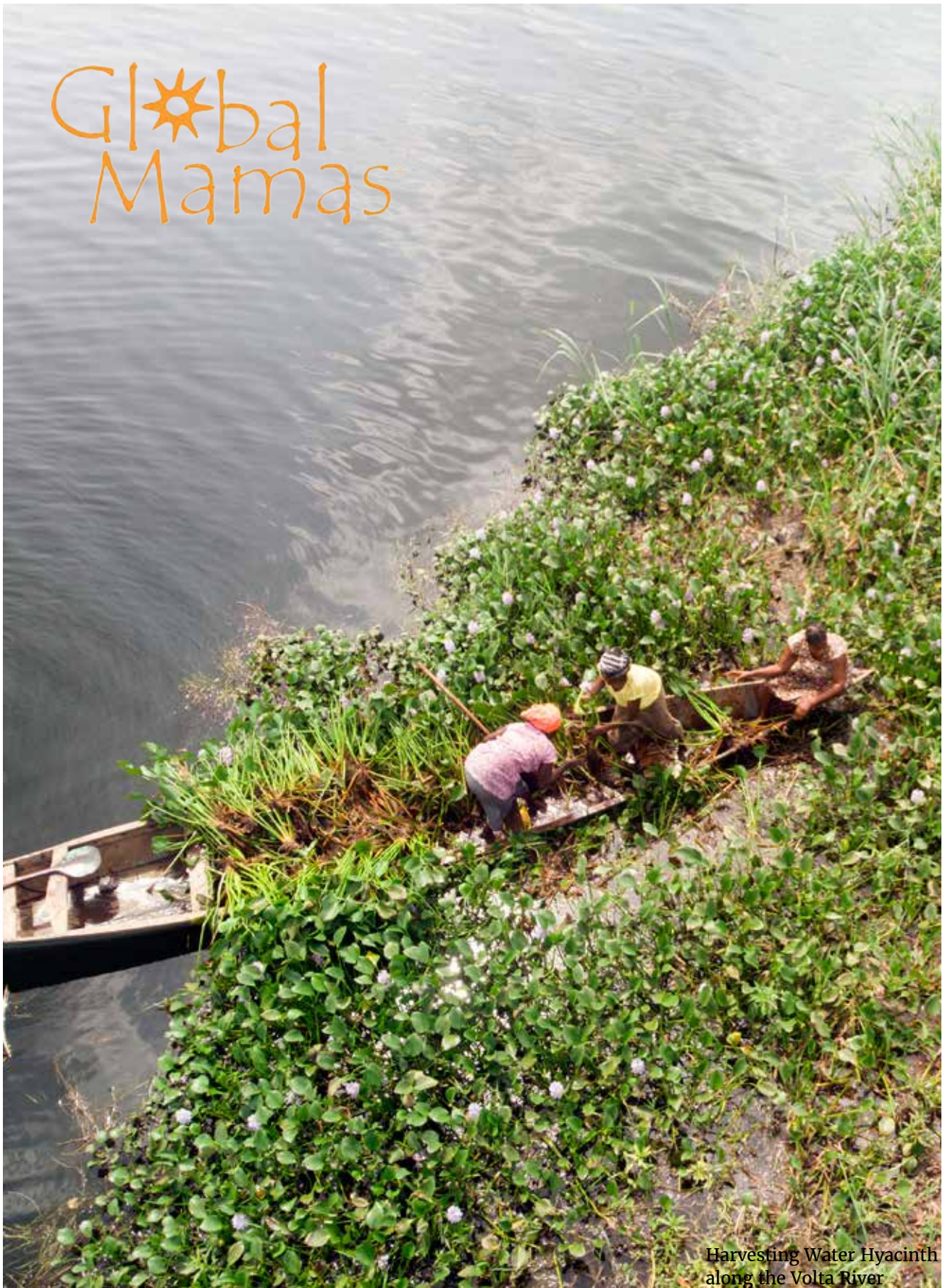


Global Mamas



Harvesting Water Hyacinth
along the Volta River

Annual Report
2019

TO OUR SUPPORTERS,

Thank you for another year of partnership. We are so grateful to continue connecting Ghanaian craftswomen to the tools and resources they need to realize their personal and professional dreams. While economic empowerment is a top priority, it is a mission we reinforce with programs that enhance skills, strengthen families, and improve health. We remain deeply proud of the exceptional impact we've created together, by building enduring relationships founded on transparency, trust, and respect.

2019 was another great year, filled with joy and growth! There is much to celebrate and we are proud to share some of our collective achievements with you. We realized another year of sales and wages increase (read more about goals achieved on pages 10-11). We also launched a new product line focused on the health of Ghana's natural resources, as well as creating more job opportunities in Ghana (see story on pages 6-7). Our current and future leaders were provided with leadership training to continue their journey of personal growth and achievement (learn about the program on pages 4-5). Additionally, we held our first ever Together Tour, hosting visitors from several of our North American retail partners in Ghana (check out the photo spread on pages 12-13). We can't help but look back on the year and smile.

Of course, one of our top priorities since day one has been providing sustainable livelihoods through the sale of handmade products. That means paying promptly and fairly. This year \$407,568 was paid in prompt wages to the Mamas – the most we have paid in annual wages to date! We are proud that Mama wages account for 36% of our total revenue of \$1,190,223 – a 6.8% increase in sales. Over the last 16 years, with your support and partnership, we have realized \$12,431,508 in sales and paid out \$4,162,538 in wages.

Thank you once again for your continued partnership!

Sincerely,

The Global Mamas Leadership Team

Renae Adam – Executive Director
Gladys Adimer – General Manager of Krobo
Benedicta Arthur – Production Manager of Cape Coast
Dorcas Baiden – General Manager of the Accra Store
Patience Essibu – HR Director and General Manager of Cape Coast
Alice Grau – Creative Director
Kristin Johnson – Financial Manager
Amos Kporshiebu – Production Manager of Akuse
Nick Ruffalo – Designer, Photographer, and Production Adviser

WHAT THE MAMAS ARE PROUD OF:

- Investing in their Kids' Education
- The High Quality Products Produced for Global Mamas
- Supporting their Families
- Repaying Debt
- Training New Young Women to Sew & Batik
- Finding Creative Solutions to Challenges
- Managing Their Growing Income
- Being Promoted to a Higher Level Position
- Developing New Technical Skills
- Taking Charge of Their Health
- Supporting Extended Family Members
- Purchasing Equipment for their Businesses
- Buying Land and Constructing Homes
- Expanding Their Businesses
- Saving for the Future

Global Mama of the Year



Comfort Amanor, second from left, with her daughters and nephew, was recognized as Global Mama of the Year.

Comfort Amanor has been making beads in collaboration with Global Mamas since we first started incorporating jewelry into our line. She is known for producing consistently high quality beads and being unafraid of a challenge: even producing the tiny and tedious "waist" beads doesn't change her upbeat attitude!

In addition to being the main provider for her children and nephews, a notable accomplishment on its own, Comfort has saved up enough of her earnings over the years to purchase a plot land. Becoming a landowner in Ghana is a truly remarkable achievement, particularly as a woman. Even with inclusive laws in place to protect the right for women in Ghana to own land, the reality is that barriers remain. Often a woman's only claim to the land she relies on for food, income, and shelter is through her relationship to a male relative. Due to lack of control, she can easily be displaced or exploited.

Land owners control the resources and therefore, bear the social, economic, and political power. When women have secure rights to land, their status improves and they are better able to take care of themselves and their families. Comfort is proud to be a landowner knowing it helps secure the future for her family.

With characteristic determination, Comfort is

already saving and planning towards her next goal. She looks forward to beginning construction on a new home for her family in coming years.

We are honored to have Comfort as a valued member of our community and are inspired by her accomplishments. Please join us in sending best wishes and CONGRATULATIONS to our Global Mama of the year! Comfort has received a cash prize in honor of Melanie Popowich Callan.

Congratulations to all of the Mamas who were recognized at this year's awards. From left to right: Martina Obeng for the "Honesty" Award, Mary Sosu for the "Growth" Award, Abigail Atta for "Employee of the Year" Award, Rebecca Ackumey "Global Mama of the Year 2018" Award, Comfort Amanor, Florence Worworny for the "Respect" Award, & Florence Thompson for the "Good



Developing Leaders



Over the years, Global Mamas has made capacity building a central part of our mission. Training programs in business development, health management, and goal setting have empowered the Mamas and helped them to grow both personally and professionally. In 2019, we were proud to add a new program focused on developing our current and future leaders. With the financial support of the Embassy of France in Ghana, Global Mamas leaders received leadership trainings in collaboration with Busara Africa. Busara Africa is a regional consultancy firm based in Ghana that provides responsive leadership development services.

Many of the leaders participating in these workshops have worked their way into a leadership role by developing skills and experience over time. Gladys, General Manager of our Krobo location, started with Global Mamas as a jewelry assembler. She now manages the full jewelry assembly team, scores of beadmakers, and is responsible for ensuring multiple domestic and international orders are shipped out each month. Christiane, Cape Coast Quality Control Manager, began as a quality checker

but now oversees a team of 10 quality control officers. Along with her team, she guarantees all the batik fabric and sewn products being made at our largest location meet high standards and all specifications before being exported to the global market.

Without question, every leader on our team is



passionate about the work we do, providing opportunities for women in Ghana. Each one has demonstrated a willingness to learn and over the years has shown tremendous growth through feedback from colleagues and hands-on experience. By offering continuing education, our intention is to provide these leaders with additional tools and techniques to better understand themselves, their colleagues, and how to respectfully and effectively manage the employees and artisans they work with on a daily basis.

PICTURE DESCRIPTIONS:
Opposite bottom - the Global Mamas Leaders brainstorm ideas with the Busara Africa Team.
Top Left - reviewing the traits of good leaders.
Top Right - Christiane Ahoussou and Benedicta Arthur work together to set goals.
Bottom - Global Mamas Managers and up and coming leaders pose for a team picture after a successful day of professional growth.



Fibers of Change



Staff and trainees welcome us to our new Akuse office.

Akuse, a town near the Volta River in Ghana's Eastern Region, is home to Global Mamas' newest eco initiative. In collaboration with local communities, our team is using invasive water hyacinth as the raw material for an all-new collection of natural fiber products. Known locally as the "poison flower," the hyacinth earned its nickname from area fishermen who over time have identified that wherever the plant grows, fish and other aquatic life fail. This effect is caused in part by the weeds' aggressive growth, forming thick mats across the surface of the water and blocking sunlight. Water hyacinth also has thick stems which efficiently suck oxygen and other necessary nutrients out of the water, harming native species.

Presented with this ecological challenge, Global Mamas and community members saw an opportunity to restore biodiversity, but also create economic opportunity for individuals living in affected communities. In collaboration with USAID and the West Africa Biodiversity and Climate Change (WA BiCC), we embarked on an exciting new

endeavor: Fibers of change. The project combines many aspects of our mission: creating sustainable livelihoods, developing unique and useful products for our customers around the world, and protecting the biodiversity and rich natural resources in Ghana. Through this initiative, we've been able to create jobs not only for weavers and paper makers transforming the fibers into home goods, but also for those actually harvesting the weed from the river.

Global Mamas is now working with cooperatives in five different communities that are harvesting and processing the raw water hyacinth into fibers for our production team. Each week, co-op members deliver their hyacinth to our Akuse office. They are paid upon delivery for both the wet stalks required for paper and the dry stalks required for weaving. In addition to the agreed upon price, Global Mamas pays a 5% premium into an overarching community fund, which is managed by a Community Resource Management Area (CREMA).

The CREMA approach was initially developed by



Paper experts share their skillset with GM staff.



Early samples integrate the water hyacinth with beads and batik fabric.

the Wildlife Division of the Ghanaian Forestry Commission, to address wildlife management outside protected areas and forest reserves. Due to the models great success with community based resource management, the program is now being used to manage a variety of natural resources. With our partners at Nature Conservation Research Center (NCRC), we've been participating in meetings, trainings, and workshops aimed at educating community members on the rights they have to advocate for their own natural resources.

The real power of the Fibers of Change project is not just its ability to create jobs, but to open up a community wide discussion about environmentalism, natural resource protection, and a community based approach to resource management. The 5% premium Global Mamas pays to the CREMA is used at their discretion for projects that will benefit the entire community, such as sanitation projects like toilet construction. This puts the community in a better position to have a say over their local, natural resources.



Community members deliver the latest harvest of water hyacinth.

Volunteer Highlights



The Cape Coast staff, volunteers, and interns pose together at a farewell party during summer 2019.

Global Mamas has offered volunteer and internship experiences for over 17 years. We are proud of the mutually beneficial relationships we have fostered. While independent volunteers and interns have been, and remain a crucial part of our organization, we are excited that group programs have become a more prominent feature on our annual schedule.

Semester at Sea

Over the last 5 years, we have developed a wonderful relationship with Semester at Sea (SAS). Each year, as the SAS boat is docked in Ghana's port, students have the opportunity to enjoy an immersive experience with Global Mamas staff and artisans. Their visits have included hands-on projects, an overview of fair trade business practices, and exploratory workshops like batik and Ghanaian cuisine. We are also grateful to have

been recognized by SAS as a Chapman Impact Fund Awardee.

Indiana University - Alternative Breaks

Indiana University has sent exceptional interns to our summer program for many years, but our partnership with the Alternative Breaks Program (ABP) began in 2011. Since then, the ABP teams have contributed to large, annual projects where "many hands make light work." The ABP teams have assisted in annual impact interviews and fair trade assessments, which require every Mama in the Global Mamas community to be interviewed. In addition, team members help on projects ranging from batik design to financial training.

Thank you to all of our 2019 volunteers who shared their time and skills with us.



Martha, Cape Coast Batiker, guides SAS interns in a workshop.



Indiana University ABP Interns outside of the volunteer house.

THANK YOU TO OUR 2019 VOLUNTEERS:

Alicia Sanchez

Barb Orstad

Carmen Verheijen

Elizabeth Brenneman

Ellen Rogin

Fair Trade Zone Team:

Abdul-Rauf Issahaque

Chrili Carr

German Engineers

without Borders:

Julius Sanders

Lena Reusch

Felix Giglberger

Kathrin Neuhold

Melanie Rihm

Miriam Ostermaier

Philipp Mayer-

Ullmann

René Weber

Uwe Winkler

Jeannette Laramée

Jürgen Strohmayr

Lawrence Mensah

Mae-ling Lokko

Nick Parish

Sophie Morley

Helen Mezzera

Holly Wick

Indiana University

Alternative Breaks:

Andrew Tippet

Christine Thomas

Colleen Mallon

Elizabeth Niersbach

Kate Snelling

Kayla Smith

Madeline Preusse

Meghan Reddy

Michael Hudson

Morgan Jenkins

Patricia Moon

Trina Grogan

Jack Mosely

Jacob Berger

Jane Graham

Jenni Ives

Kate Nelson

Kathleen Minnich

Laura Buhs

Lucy Guyett

Mary Pat Byrn

Monica Morrissey

Morgan Holcomb

Nancy Totall

Pattie Pitts

Patty Moon

Rachelle Griffith

Rich & Tami Adam

Robin Ross

Semester at Sea

Sophia Antonelli

Tu-Chia Ting

University of MN

Humphrey

School of Public Affairs:

Darryl Scarborough

Gunnar Carlson

Kidist Dimore

Nasiba Nurmatova

Zoe Masterpole

Zeenia Dastur

Mama Quotes of 2019

"My favorite part of working for Global Mamas is that I am able to help other women achieve their dreams, learn new skills, and grow their businesses; that makes me so happy."

Barbara Tetteh-Appain
Technical Designer & Trainer

"When you're doing hard work, you impact your life."

Hannah Mansa Darbah
Cape Coast Seamstress

"Now I have peace in my home, peace of mind. My kids are happy, my husband is happy, I am happy."

Theresa Hammond
Global Mamas Store Employee

"I'm proud of my quality control work. I rented my own apartment, and I don't have to rely on my parents anymore."

Victoria Dapaah
Akuse Employee

"I can do anything."

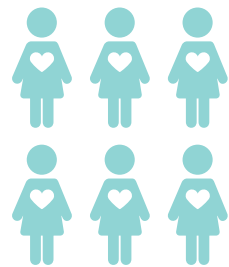
Lawrencia Kumah
Odumase Krobo Bead Assembler

Global Mamas®

Began in
Ghana
in 2003

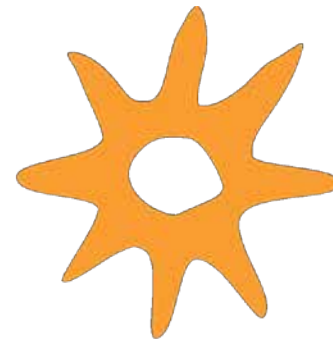


Founded by 6
Mamas



NOW
The Global Mamas
community is over
strong

330



People Focused * Impact Driven

The Mamas
financially
support
561 people.



74%
of the Mamas
accomplished
their SMART
Goals



100%
of the Mamas
school-aged
children
are in school



96%
of the Mamas
feel very
comfortable
voicing their
concerns



100%
of Global Mamas
employees
are provided
with health
insurance



41%
of the Mamas
were able to save
for the future
after covering
daily expenses

Global Mamas
products are
handmade in
7 locations
& sold in
21 countries



The
Mamas
create
over **200**
products



60% of our
products are
made from
**recycled or
repurposed**
content



100%
of Global Mamas producers receive
ON-THE-JOB TRAINING



personal
finance



basic
skills



business
skills



fair
trade



leadership
training



computer
skills



technical
skills



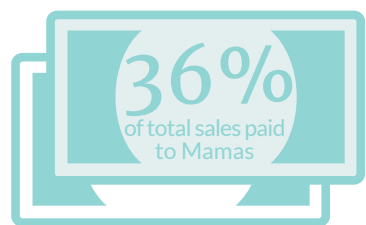
health
education

26 workshops were presented to **561** attendees
Education = Success

In addition to providing access to
sustainable work, we also have a
strong foundation of
capacity building



Product sales generated
\$1,190,223 in 2019



With **\$407,568**
paid to the
Mamas
in wages



On average
Global Mamas
producers make
2.5 X
minimum wage

(Amazing, considering that 73% of
the Mamas have not studied
beyond high school)

C A P A C I T Y
B U I L D I N G

Together Tour



The Global Mamas team was thrilled to welcome our retail partners to Ghana: HumanKind Fair Trade (San Luis Obispo, CA - @humankindft), Latitudes Fair Trade (Warrenton/Fredicksburg/Staunton, VA - @latitudes_warrenton, @latitudesfxbg, @latitudesstaunton), Moxie Fair Trade (Manzanita, OR - @moxiefairtrade), Pachamama Market (Troy, OH - @pachamama_market), and Ten Thousand Villages Asheville (Asheville, NC - @villages_asheville). We loved showing them our artisan processes, as well as snippets of Ghana's culture. Here are some highlights from the visit. Thank you to all who made the Together Tour a wonderful experience.



Learning batik from Lousia



Together Tour participants visit the Fair Trade Zone land.

Global Mamas was thrilled to host our first Together Tour. After years of planning and dreaming, the tour was developed as an extension of our successful international volunteer program. The challenge was how we could create a meaningful experience in 10 days vs. the typical 4-6 weeks. With careful planning and a full-team effort, we provided our visitors with personal connections to the Mamas through brief volunteer projects, all while introducing them to the vibrant and lively culture of Ghana. For this first tour we were

honored to host representatives from our retail partners, who have been requesting the tour for many years. Over the course of the year the Mamas have benefitted considerably through increased purchases from these retailers as they can now bring our products to life in their stores by sharing their personal experiences. With our first successful tour behind us we look forward to replicating the tour in 2020 and for years to come.



In awe of the giant trees in Kakum National Park



Stringing beads with the jewelry assemblers in Krobo.



Participants attended a cooking workshop at Auntie Esi's famous Chop Bar.



Participants attended a drumming and dancing workshop.

THANK YOU

FOR SUPPORTING GLOBAL MAMAS!

RETAIL PARTNERS:

AUSTRALIA

Koguis

AUSTRIA

Chic Ethic Handels
EZA Fairer Handel
Fairkleidet,
Klosterneuburg
KLEIDERgrün
PALETTE
Weltladen Gneis
World Fair Trade Shop,
Innsbruck

BELGIUM

Il Fera Beau Demain

CANADA

Eco Fair Trading Limited

FRANCE

Fairly Store, Paris

GERMANY

Mode Cholet
Fair mit Flair
Geiger Schuhe
handtrade.
LILA LORENA
HautNah
ONAMI Design
Pachamama Laden
elements4events
MEKHADA
Tanderadei
Impulse
Geiger Schuhe
COCON
Das Gefairt
Werkgalerie Hochwart
FARCAP
Wiesenfein
Weltalden:
Aalen
An der Planie, Stuttgart
Augsburg
Backnang

Weltalden:

Bietigheim
Botnang
Bruchsal
Darmstadt
Degerloch
Dettingen
Duisburg
Ellwangen
Freising
Freudenstadt
Füssen
Gerberau
Haslach
Heidenhiem
Herdern
Kaiserslautern
Karlsruhe
Kassel
Kaufbeuren
Kempten
Kirchheim
Kressbronn
Landsberg
Lingen
Mainz
Memmingen
Mindelheim
Offenburg
Ravensburg
Reutlingen
Saarbrücken
Saarlouis
Schorndorf
Schwäbisch Hall
Speyer
Trossingen
Ulm
Weil der Stadt
Weilburg
Weilheim
Wermelskirchen
Winnenden
Würzburg

ITALY

natürlich Terra

IRELAND

Rainbow Kids Boutique

SWITZERLAND

Claro Weltladen:
Bern
Frauenfeld
Glarus
Grosshöchstetten
Schaffhausen
St. Gallen
Biosfair
ECO point
Fata Morgana Boutique
Mercifair der Weltladen
patchouli
Sahara Greenshop

SPAIN

KIDENDA
la tenda de tot el món
Medicus Mundi
S'Altra Senalla
SETEM MCM

SWEDEN

Fair Trade Shop Laholm
Just Africa
Tantens Gröna Skafferi
& Garderob

UNITED KINGDOM

Green & Roses
who's wearing what
boutique

UNITED STATES

Abigail Rose & Lily Too
Adorn Handcrafts
African Burial Ground
Anila- global breath
Aromatics International
Aster + Gray
Atlantic
Bali & Soul
Bamboula
Bambu Earth
Beautifully Made Fair
Trade
Bridge of Faith African
Crafts
Buffalo Mountain
Food Coop & Cafe

Centre Cuts
Chameleon Blue LLC
Change Boutique
Common Crow Natural
Health
Craftworks
Cultural Elements
Cythia East Fabrics
daiseye
Dinosaur Hill
Eco Centric
Eden Gift Co.
Estrog, LLC
Fair Trade Winds
Found: A Curated Life
Fran Kennedy
Gallery 408
Giraffe
Global Crafts Showcase
Global Gifts
Global Heart
GlobeIn
GrassRoots Fair Trade
green island
Hands of Faith
Head to Footsies
High Museum of Art
Atlanta
Hope Village
HumanKind
IHM Motherhouse Gift
Shop
in-jeen-yuhs
Jeannette Rankin Peace
Center
Just Creations
Just Fare Market
Kizuri
Latitudes Fair Trade
Laurie Dahl
Lava 9
LizzyLoo&Friends
Lucia's Imports
LuLi Boutique
Maria Luisa
Maya
Michigan Artists Gallery
Milagro
Mondo Trading Company
Moxie Fair Trade

Mr Ellie Pooh
Museum of New Mexico
Foundation
Musical Instrument
Museum
My Neighbor and Me
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Nest Earth Friendly
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Nkuto Organics
Nomad
Northshire Bookstore
On Centre
One World Goods
One World Shop
Pachamama Market
Peacecraft
Positive Vibrations
Proper Topper
Pura Vida Worldly Art
Resurrect
Riverside Adventure
Company
ROAM Gallery
RPCV South Florida
Scatter Seeds
Seward Co-op
Skirball Cultural Center
Smithsonian Museum
Spinster Sisters Soap
Spoils of Wear
Starhawk Design Studio
Stone Barns Center for
Food & Agriculture
Sungh
Tagua Fair Trade
Take Heart
Tango Zulu
Ten Thousand Villages:
Alexandria
Archbold
Asheville
Austin
Baltimore
Cincinnati
Harpers Point
Glen Ellyn
Huron Valley
Kansas City
Lincoln

We are so grateful to all those
who generously donated
during our Giving Tuesday
fundraiser on Facebook.
Thank you!

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Richmond
St. Paul
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Tesoros Trading
Company
The Accessories Shop
The Bridge
The General Store
and Flower Shop at
Massachusetts General
Hospital
The Green Phoenix, LLC
The Green Store
The Little Traveler
The Metropolitan
Museum of Art
The Photo Dog
tonlé
Trade Fair Marketplace
Trade Roots
Ujamaa Collective
UU Fellowship of
Vero Beach
Village Dreams
Wadsworth Atheneum
Museum of Art
Waterfront Trading Co
Wayward Gardener
Wear the World
Whitney Plantation
Windsong Trading
Winter Sun &
Summer Moon
Women InSpirit, Inc.
World Cup Market
World's Window
Zee Bee Market LLC

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Ten Thousand Villages
Pittsburgh
Terri Mcfarland
Therese Sparby



GLOBAL MAMAS
GUARANTEED
FAIR TRADE

HANDMADE
IN GHANA
FAIRTRADE
FITS YOU



OUR MISSION

The Global Mamas community works together to create a life of prosperity—financial well-being, happiness, and health—for African women and their families. We achieve prosperity by creating and selling handmade products of the highest quality.

HOW YOU CAN GET INVOLVED

Donate - Be a part of funding the sustainable growth of businesses and women's empowerment in Ghana with a tax-deductible donation. www.globalmamas.org/Info/Donate

Purchase Products - By purchasing Global Mamas products, you are offering women in Ghana the opportunity to achieve prosperity. All proceeds go directly to the women and nonprofit programs that assist them with business development. www.globalmamas.org

Volunteer in Ghana - Volunteers work with the women of the Global Mamas community to support them in realizing their dreams. Through a short-term volunteer assignment, you will be able to use your skills to make a difference in the future of the women and their families. www.globalmamas.org/Volunteers

Host a Prosperity Party - You can host a Global Mamas pop-up shop in a place of your choice. Earn 10% of sales for your favorite cause or as a Global Mamas gift card. www.globalmamas.org/info/prosperityparty

Contact Us: www.globalmamas.org - wholesale@globalmamas.org

Global Mamas U.S.
P.O. Box 18323
Minneapolis, MN 55418
USA
+1 (612) 781-0455

Global Mamas Ghana
P.O. Box CC890
Cape Coast
Ghana
+233(0)244-530-467