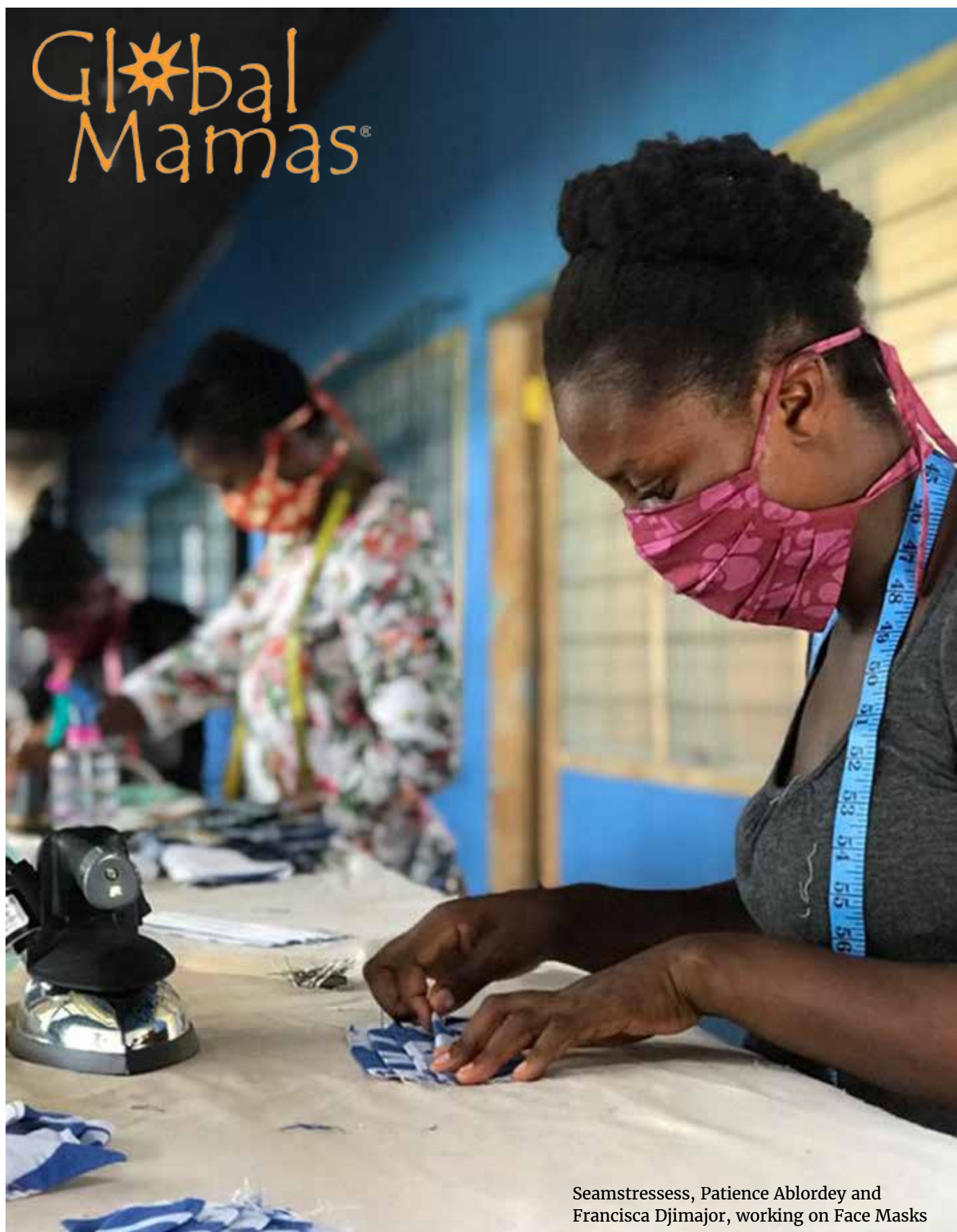


Global
Mamas®



Seamstressess, Patience Ablordey and
Francisca Djimajor, working on Face Masks

Annual Report 2020

TO OUR SUPPORTERS,

For nearly two decades, Global Mamas has been a beacon of hope for many, and 2020 was no exception. Resilient as always, we were determined to be there for each other and generations to come. As communities shut down, we remained committed to the Mamas. We were able to keep our ENTIRE staff on payroll, and EVERY Mama business owner working! This year \$432,819.95 was paid in prompt wages to the Mamas – the most we have paid in annual wages to date! We are proud that Mama’s wages accounted for 54% of our total revenue of \$794,692. That’s right – even with a 33% decrease in sales, we were able to increase payments to the Mamas!

We wouldn't be able to make it through the tough times without our community, and you showed up! To recognize how important you are, especially during this crucial time – we decided to extend our prestigious Global Mama of the Year title to our entire community – especially YOU! Though unable to travel to celebrate as one big family, we held small gatherings in each location. Join the fun on pages 4–5.

As you can imagine, we had to make several shifts to provide sustainable income for the Mamas. We are grateful to the grantors who worked closely with us to provide much-needed funding for a very timely project – you guessed it – MASKS! This was quite the pivot, but nothing the Mamas couldn't handle. Throughout the year we produced over 115,000 masks. We were able to outfit the Mamas with several masks, at no cost, as well as supply masks to at-risk communities within Ghana, like hospitals and prisons. Thanks to you, we were even able to export masks around the globe. Dive into the details on pages 6–7.

A huge thank you to our retail partners who stayed committed to ordering our products despite the unknowns and got creative with new ways to connect to their customers through an increased online presence. This ignited our creativity, leading us to find innovative ways to support online sales (pg.8–9).

Donors met and exceeded our fundraising goals during our annual Giving Tuesday event. Thanks to their support, we raised \$22,496 to upgrade our website. Wow, there's so much to share. Take a moment to read about all the good and reconnect with your Global Mamas community. We hope that in the future this connection will be face to face. As always, thank you for your continued partnership!

As always, thank you 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 Doherty – Financial Manager
Amos Kporshiebu – Production Manager
of Akuse
Nick Ruffalo – Designer, Photographer,
and Production Adviser

2020

Presented many challenges,
but we shared the burden together.
We are grateful to still be here,
providing opportunities for prosperity
to women in Ghana.

While our
sales were
down by
1/3



Thanks to the
support of our
customers,
and grant
funding...

We were able
to keep our entire staff
employed and provide
sustainable work for

295 Mamas

...and...



We paid more in wages
to the Mamas than ever
in our history!

\$432,819

...because...

We produced
and sold over
115,000
Face Masks
to customers
around the world!



Thank you to our volunteers!

We were disappointed to not be able to host our usual number of volunteers this year. While we do hope to open our doors to visitors again in the near future, we are grateful to the wonderful community that already exists. Even volunteers from almost two decades ago continue to show up to support us through purchases, donations, helping us network, and sharing our story. Volunteers are just as critical to our mission as ever – so thank you for being a part of our community.

In the early part of 2020 we did have a small, but mighty crew join us before the pandemic hit, and we want to express our appreciation to them:

Abdul-Rauf Issahaque
Clara Croquennec
Indiana University Alternative Breaks

Alicia Diaz
Brooklyn Mosley
Cheyenne Von Hoene
Daniel Gutzwiller
Elise Anttonen
Evan Woloszyk
Gabriela Palma
Hunter Mauer
Joshua Borzello
Logan Schuerman
Morgan Hoffman
Nailah Owens-Johns
Tyler Greene

Ingenieure ohne Grenzen e.V. (IoG)
Juergen Strohmayer
Mae-ling Lokko, PhD
Nancy Totall
Rahul Jaisingh
Rebecca Fogel
Sophie Morley
(Architecture Sans Frontières-UK)



GLOBAL MAMA OF THE YEAR

The Global Mamas are mothers, wives, grandmothers, sisters, talented entrepreneurs, and leaders in their communities. Each year we celebrate their strength, dedication to our mission, innovative spirit, economic self-sufficiency, and determination to create positive change during our annual Global Mama of the Year ceremony. This prestigious award began in 2008 and recognizes those in our community who exemplify our mission and values. While we started out just acknowledging one woman per year with the eponymous award in a small ceremony, the event has grown over the years to now include multiple awards, such as “Employee of the Year” and individual awards for women who model specific values such as “Respect” and “Honesty”. Each award comes with a printed certificate for the Mama and a monetary reward, which is funded in honor of our beloved Melanie Callan Popowich, who was a champion of celebrating the Mamas.

The event has also turned into quite a party, taking turns moving between our offices. The Odumase-Krobo office hosted the event in 2019 and beadmaker Comfort Amanor took home the top recognition. The award recipients from other locations receive a paid trip to visit the host site to meet and congratulate their fellow Mamas. The event is always a great celebration of comradery.

The 2020 awards ceremony was much different. After making it through one of the most challenging years – not just in Ghana, but globally – we decided that we could not just recognize a handful of women. We had to take a step back and remember that we all struggled, sacrificed, and grew together. As sales plummeted around the world, Global Mamas faced the possibility of having to let team members go. But the entire staff was resolved to keep EVERYONE employed and instead shared equally in pay-cuts by location. For those Mamas who were unable to work due to lockdowns donations to Global Mamas allowed us to provide monetary stipends to cover food and other household expenses. Meanwhile our leadership team worked round the clock seeking out new opportunities to provide sustainable income.

Shouldering one another’s burden during this time proved to strengthen our community. And we know we are not the only ones. YOU have struggled and sacrificed. As partner producers, customers, volunteers, interns, and donors you too have had to earn less, make less, travel less, and give less. And yet, your support for Global Mamas never wavered. Our partner producers may not have been able to produce the same amount of material for our products, but they provided what they could. Our wholesale and retail customers may have had to close their doors, but found new ways to continue carrying Global Mamas items. Our volunteers and interns (oh how we missed seeing them in Ghana) were able to join us virtually. Our donors continued to walk alongside us, often maintaining the same level of giving.

You see, we couldn’t just choose one person. That’s why it’s so fitting that the 2020 Global Mama of the Year award goes to our entire Global Mamas community – that includes YOU! Everyone’s hard work, determination, and resilience in the face of adversity paved the path towards a brighter future for all of us. As the world began to open back up, each of our offices had a potluck party to celebrate each other and we encourage you to take a minute to celebrate the part you played in helping us to still be standing strong at the end of 2020! Congratulations to EVERYONE on being honored as Global Mama of the Year.

Photo Details

First Vertical Column (from top):
Suzzy & Christiane – Quality Control, Julio & Kathy – Zee Bee Market, Martina – Seamstress, Comfort with her daughters & nephew – Beadmaker, Patty – Pachamama Market
Second Vertical Column (from top):
Lawrencia – Bead Assembler, Alice with her employees – Seamstress, Dorcas – Batiker, Mary – Papermaker, Elizabeth – Batiker
Third Vertical Column (from top):
Jennifer – Seamstress, Chloe – Chloe Jackman Photography, Staff in our Akuse location, Tim – HumanKind, Belinda – Bead Assembler
Fourth Vertical Column (from top):
Theresa – Bead Assembler, Maggie – modeling at Ten Thousand Villages Austin, Abigail – Design Assistant, Alonzo – Chloe Jackman Photos

GRANT FUNDING KEEPS US GOING

Tackling environmental challenges is not a new issue for Global Mamas, but tackling environmental challenges during a global health crisis proved to stretch our will and determination. Necessity is the mother of invention and innovation, and no one understands this more than the Mamas. With the help of incredible grantors, we did not shy away from the challenge.

Water hyacinth, though deceptively beautiful, is an aggressive weed that clogs waterways and negatively impacts the environment. It's known as the "poison flower" for this very reason. To make matters worse, it happens to be impacting one of the main river systems in West Africa, the Volta River Basin. Something had to be done. Towards the middle of 2019, Global Mamas had committed to work in collaboration with USAID and West Africa Biodiversity and Climate Change (WA BiCC), to launch Fibers of Change. It is a bold initiative that uses the water hyacinth as the staple raw material to develop an all-new collection of natural fiber products. We launched our first round of Water Hyacinth products at the NYNOW Trade show in February of 2020. The new products, along with the rest of our collection, received rave reviews leading to an all-time high in sales. Like so many, we were looking forward to the future. Then March came and with it, a global pandemic.

As Covid 19 swept across the world, economies and communities fractured. We were hit hard. According to Patience Essibu, the General Manager of Global Mamas in Cape Coast, Covid reduced orders from our customers and by extension reduced individual orders to the Mamas. Between March and April, domestic sales dropped by nearly 90%. Though devastated, we knew this was not a time for us to slow down, but rather to dig deep. Our top priority was to mitigate the impact of the virus on our community physically, financially, and mentally. Most importantly, each Mama was educated on how to keep themselves safe and prevent spread. Then our attention turned to the sustainability of our projects. The uncertainty of the future loomed large, but as the sun was setting with our hope, the flame of resilience burned bright in our hearts.

Always forward-thinking, we determined that making cloth face masks was our next step. Doing so would allow us to protect our local community and provide work for the Mamas and those who joined our team as part of the Fibers of Change initiative. We applied for a grant from Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) and in June of 2020, we received the necessary funding to move forward. In record time we developed an appropriate pattern for protective face masks, received approval from the Ghana FDA, and adapted our operations to leverage our skill sets from all departments.

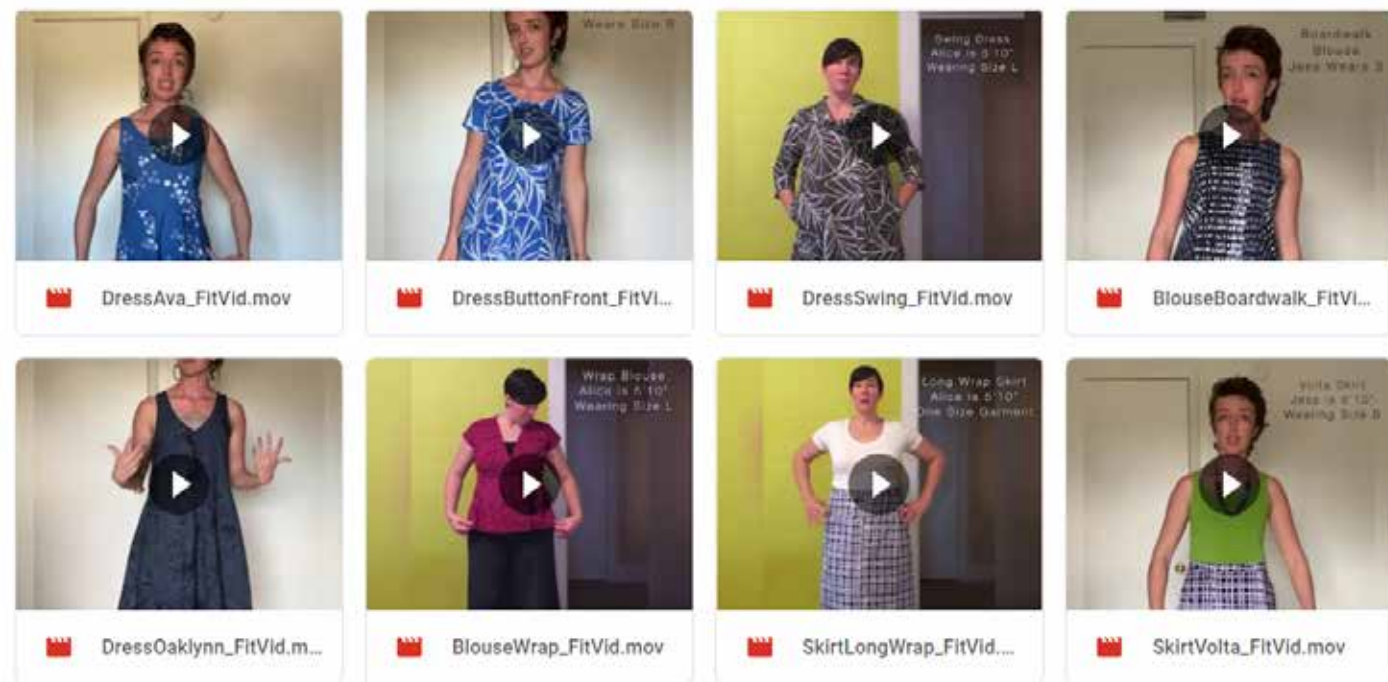
We were also able to partner with our old friends, Trashy Bags, to help produce the masks. The collaborative grant sustained nearly 300 jobs for eight months, leading to the production and distribution of 115,000 masks: 79,325 to schools and healthcare institutions in Ghana, 14,129 to the general public, and 20,000 were exported to communities around the world. Thanks to GIZ, the masks sold in Ghana were subsidized to ensure accessibility for all and to accommodate the growing market demand. "I found joy in making the masks because it was bigger than providing us with an income," said Elizabeth Adams, Global Mamas Technical Designer and Sewing Instructor at our Akuse facility. "It was about the Mamas. It was about our community and seeing our way through these unprecedented times and finding opportunities for growth where others saw nothing."

These trying moments pushed us to diversify skills and new collaborations allowed the Mamas to put those new skills to use quickly. 2020 has revealed areas of improvement for us, but it also shed light on our ability to quickly pivot during a market disruption and helped us to continue providing a strong foundation for the future of the Mamas.

Photo Details

From top left, clockwise: Rejoice ironing and preparing masks for sewing; Priscilla, quality control specialist, modeling the masks; Cape Coast Mamas coming together to thank our community for the work; Joycelyn sewing masks for an order.





PIVOTING TO E-COMMERCE

COVID-19. Are you tired of hearing about it? Reading about it? Talking about it? So are we, and yet it's hard to not mention the why behind the need for such drastic changes in 2020. The pandemic disrupted activities all over the world, including countless fair trade businesses. Many brick and mortar stores were forced to close for a time, and sadly some closed permanently. The closures challenged our retail partners to get creative in staying connected to their customers and in providing the wonderful service and products for which they were known. For many of our retail partners, that meant putting a lot more attention on e-commerce initiatives.

In a typical year, our talented photographer and textile designer, Nicholas Ruffalo, will take a beautiful mix of fashion photos to help us create our annual catalog and promote the collection on social media. We've never had the capacity to photograph every dress on a model. However, when so many of our retail partners closed their doors, we realized 2020 would need to be different. After all, we uphold quality, creativity, and continuous improvement as some of our highest values. This was our motivation to create new digital resources for our 2020 collection. We knew how crucial online sales would be to helping our retail partners successfully sell our apparel online.

Our retail partners have always shown up for us and we wanted to do the same for them. So we channeled our limited resources into creating hundreds of additional lifestyle shots to make sure that every new adult garment we offered had a corresponding image on a model. We also took additional detailed shots to better showcase the garments up close and at different angles. On top of this, because our customers wouldn't be able to meet with us at trade shows, we made "try-on" videos. A video was created for each of the new styles, along with some previous best-sellers, to show how they fit and moved on a body. These videos also showcased feature details of the garments and talking points to help our customers talk about the products with their customers.

Our retail partner, Ten Thousand Villages located in Overland Park, Kansas was one of those stores that had to face the reality of closing their doors temporarily. However, they were determined to keep their orders with artisan partners, like Global Mamas. This was quite significant as they do not have a website. "Not having a dedicated e-commerce site for this particular store was a challenge, but we were dedicated to supporting all of the artisan partners. So we bumped up our social media efforts and it paid off." said Kendra Frink, Co-Director.

Using social media as their main form of marketing, Villages Overland Park showcased a variety of items from Global Mamas, including apparel. "I think that a huge part of our being able to sustain ourselves once we closed was the shift to focusing on social media," said Karen Greenwood, Co-Director. "Having the professional photos of artisan-made apparel from Global Mamas made it possible for us to continue selling and promoting the products. Though unable to be in the store, individuals could see the product on a model then contact us to set up a private shopping appointment to try on the items for themselves. It truly was a win-win."

We are deeply indebted to the retail partners who stuck with us over the last year. We committed to learning, trying new things, growing, crying, and rebounding...together. We are honored to be able to provide these new resources. They are our way of coming alongside our retail partners to let them know we understand that we can only be successful if they are successful. The feedback has been resoundingly positive, so we hope to be able to keep creating additional resources for future collections.

Photo Details

Top: A screenshot of some of the fit videos we made available to our customers.

Bottom from left, clockwise: Patricia, modeling the Oaklynn Dress in Mod Mustard, A detail shot of the back of the Romper in Marble Black, Sarah, modeling the Wrap Dress in Sheds Sage, A detail shot of the back neck closure on the Crew Blouse in Stripes Eggplant.

THANK YOU

FOR SUPPORTING GLOBAL MAMAS!

RETAIL PARTNERS:

AUSTRALIA

Koguis

AUSTRIA

Chic Ethic Hande

EZA Fairer Handel

Fairkleidet,

Klosterneuburg

KLEIDERgrün

PALETTE

Weltladen Gneis

World Fair Trade Shop,

Innsbruck

BELGIUM

Il Fera Beau Demain

CZECH REPUBLIC

Tuk Tuki, Brno

DENMARK

JALFE

Fruens Vilje Aps

FRANCE

Fairly Store, Paris

CANADA

Villages Calgary

Mondo Trading

Company

FRANCE

Fairly Store, Paris

GERMANY

Alpakawelt, Köln

COCON

Das Gefairt

elements4events

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FARCAP

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handtrade.

HautNah

Impulse

loTTA, Künzelsau

LILA LORENA

MEKHADA

Mode Cholet

ONAMI Design

Pachamama Laden

Tanderadei

Werkgalerie Hochwart

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Weltalden:

A Janela, Berlin

Aalen

Albstadt

An der Planie, Stuttgart

Augsburg

Backnang

Bad Laasphe

Bietigheim

Botnang

Bremen

Bruchsal

Darmstadt

Degerloch

Dettingen

Dieburg

Duisburg

El Mundo, Schorndorf

Ellwangen

Esslingen

Fellbach

Filderstadt

Freising

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Füssen

Gerberau

Haslach

Heidenheim

Herdern

Immestaad

Kaiserslautern

Karibu, Kassel

Karlsruhe

Kassel

Kaufbeuren

Kempton

Kirchheim

Weltladen cont'd:

Krefeld

Kressbronn

Landsberg

Lingen

Mainz

Marburg

Memmingen

Mindelheim

Nürtingen

Offenburg

Pankow, Berlin

Ravensburg

Reutlingen

Saarbrücken

Saarlouis

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Weilburg

Weilheim

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Würzburg

ITALY

natürlich Terra

Weltladen Brixen

Weltladen Kastelruth

Weltladen Klausen

Weltladen Latsch

Weltladen Taufers

IRELAND

Rainbow Kids Boutique

NETHERLANDS

Olifant en Muis

NORWAY

ECOLOGICS AS

SWITZERLAND

Claro Weltladen:

Bern

Frauenfeld

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Grosshöchstetten

Horgen

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Biosfair

Boutique Look

ECO point

fairmondo

Fata Morgana Boutique

Mercifair der Weltladen

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

who's wearing what

boutique

Valiant Design Ltd.

UNITED STATES

Anila- Global Breath

Articles

Bamboula

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Cherry Street Books

Chesapeake Chocolates

Creative Women

of the World

daiseye

Dream Stream

Estrog, LLC

Fair Trade on Main

Fair Trade Winds

Fran & John Kennedy

From The Gecko

Giraffe

Global Gifts

Global Grace

Marketplace

GrassRoots Fair Trade

Guthrie Theater Store

Holocaust Museum

Houston

HumanKind

in-jeen-yuhs

Jane's Fair Trade Jewelry

Just Creations

Kizuri

Koraa

Latitudes Fair Trade

Laurie Dahl

Lava 9

Lucia's Imports

Lucy and The

Green Wolf

Mango & Main

Maria Luisa

Mississippi Market

Co-op

Morrison Country Store

Mosaic Fair Trade

Collection

Moxie Fair Trade

Nest Earth Friendly

Clothing & Gifts

Nomad

One World Goods

Pachamama Market

PAMBE Ghana's

Global Market

Pura Vida Worldly Art

Resurrect

ROAM Gallery

Rooted

Salmagundi

Scatter Seeds

Seward Co-op

Smithsonian Museum

Spoils of Wear

Starhawk Design Studio

Stella

Sunnyside Shop

Tagua Fair Trade

Ten Thousand Villages

Alexandria

Asheville

Austin

Baltimore

Cincinnati

Glen Ellyn

Iowa City

Kansas City

Pittsburgh

St. Paul

Tenfold Fair Trade

Collection

Terroir Seeds

Tesoros Trading

Company

The Barn at

Calgo Gardens

The Birch Store

The Bridge

The Green Store

The Guild

The Maasai

International

The Metropolitan

Museum of Art

The Peddler

The Photo Dog

Trade Fair Marketplace

Trade Roots

Ujamaa Collective

Waterfront Trading Co

Whitney Plantation

Winter Sun &

Summer Moon

World Crafts

World Cup Fair

Trade Market

Worldly Goods

Zee Bee Market LLC

Thank you to our customers who highlight our products on their social media!

Pictured at right are

images from:

ZeeBee Markett LLC

Cherry Street Books

HumanKind



DONORS & INVESTORS:

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Areca Roe
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Sophie Morley
Steven Rosenbaum
Susan Worley
Tetra Tech
Tony Hofkens
Unitarian Universalist Church of the Lehigh Valley
Victoria Phifer
Weltladen Winnenden
Weltladens from across Germany

We are so grateful to those who generously made donations to help get us through 2020!



Rabbi - working on Face Masks

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. <https://globalmamas.org/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. <https://globalmamas.org/volunteer-overview/>

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. <https://globalmamas.org/prosperity-party/>

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GLOBAL MAMAS
GUARANTEED
FAIR TRADE

