

■ 2007 ANNUAL REPORT

Global
Mamas®



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. 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, 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 70 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 management support, including:

- Coordination of the production of over 150 products in hundreds of designs for over 250 customers in North America, Europe, 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.
- Management of and training in quality control.
- Practical training in new product development, strategic planning, bookkeeping, and marketing.

2007 Accomplishments

INCREASED REVENUES & WAGES

- WIP facilitated \$441,650 in sales of fair trade products in Ghana, North America, Europe, and Australia. This was achieved on behalf of the 70 businesses in the Global Mamas network.
- The women of the Global Mamas network collected \$191,430 in payments, which accounts for 43% 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 nearly 400 low-income women in Ghana.
- Since joining the Global Mamas network, each woman's income has increased more than 10 times. The average revenue of businesses in the network more than doubled to approximately \$4,900/year. Considering that Ghana's minimum wage is approximately \$450/year, income through the Global Mamas network is substantially higher for participants.

JOB CREATION

- Since inception, WIP has created over 200 new jobs in Ghana by helping women-owned businesses expand their operations.

PROGRAM EXPANSION

- WIP nearly doubled the number of women business owners participating in its programs.
- The women of the Global Mamas network of Krobo, launched in 2005, have more than tripled production of beads through sales of Global Mamas products.
- Two apprentices from the Cape Coast location have completed their apprenticeship programs in batik and sewing and have started their own businesses within the Global Mamas network.
- A new Global Mamas weaving center was launched in Ajumako-Ampiah with eight founding female producers who are weaving products using recycled batik fabric.

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.

MARKET EXPANSION

- WIP/Global Mamas became a member of IFAT, an international fair trade association based in Europe.
- Global Mamas expanded the number of countries to which it exports to include Australia, Norway, Sweden, and the United Kingdom.

2008 Objectives

- Identify like-minded distribution partners to continue the expansion of sales of Global Mamas products throughout Europe.
- 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.
- Raise funds to expand the Global Mamas Raw Materials Revolving Loan Fund to ensure the stability of growing demand.
- Launch a Global Mamas retail store in the capital city, Accra, to increase sales of fair trade products within Ghana.
- Open an office in Accra to serve as a quality checkpoint and shipping consolidation center for the export of Global Mamas products being produced in multiple locations.

julie mustafa

Global Mama of the Year/Cape Coast



Julie has been batiking for nine years and became a member of Global Mamas three years ago. She went to batiking school in 1999 for six months while raising three children. Julie prides herself as being a mother first and a batik second. Batiking allows her to work from home while her children

are at school. When she has extra time, Julie creates her own designs and sells the fabric in the local market. Her goal for the future is to acquire more workers in order to expand her business. Julie recently spoke about her work with Global Mamas at the UN Conference on Trade and Development in Accra during the fashion forum session. Julie was voted Global Mama of the Year/Cape Coast by her colleagues because she continuously produces high quality cloth, in large quantities, and on time. "Working with Julie is a pleasure; we know we can rely on her to produce high quality work every time, she keeps good records and she's always laughing," said WIP's quality control manager.

gladys adjimer

Global Mama of the Year/Krobo



Growing up in Krobo, Gladys is the daughter of a local bead maker who works for Global Mamas. When she was sixteen, Gladys went through the traditional ritual of Dipo, when girls are dressed in ceremonial dress and beads, dance and eat nothing but water and yam for three to four days as part

of their initiation into Krobo womanhood. Gladys was trained to create the numerous bead products available in the Global Mamas catalog and was such a natural at designing that soon she was training the many other young women in the assembly of beaded products. She admits the earrings and jewelry are her favorite items to produce. Gladys was voted the first Global Mama of the Year in Krobo by her colleagues. Among other things, the other bead makers and assemblers said Gladys is dedicated, hardworking and always has a smile on her face. Gladys looks forward to the expansion of Global Mamas within Krobo because jobs are hard to come by, especially for the women in the area. She would like as many women as possible to experience the success she has found as a bead maker with Global Mamas.

kate "aba" tay

Top Quality/Cape Coast

Kate is one of ten sisters, all of whom sew. It was Kate's oldest sister who sparked her interest by teaching Kate the fundamentals. As a seamstress for Global Mamas, Kate is happy about how her business has progressed. She now owns her own shop and manages two assistants and eight apprentices. She also maintains a large number of regular clients who appreciate the quality of her work, as well as her creativity. Kate is continually making improvements and is always available to help others with their work. Kate won the award for Top Quality because she unfailingly produces excellent quality work the first time around. She will also take on any other seamstress's work, when needed, to ensure deadlines are met.



mavis thompson

Above and Beyond/Cape Coast

Mavis has been batiking for fourteen years and has been working with Global Mamas for the past four. "Batiking is very hard. If you make up your mind to learn it, you have to open up your mind and be determined to succeed," said Mavis. She enjoys batiking because it is creative and "you do anything that comes out of your mind." In the future she would love to open her own shop. Mavis won the award for Above and Beyond because she took on the work of a Global Mama who had taken leave for several months to have a baby, and consistently produced high quality cloth in both her own and her friend's designs. Mavis also excels in book-keeping and keeping records of her production, an important element of the fair trade program, setting a great example to all of the Global Mamas.



lydia wright

Most Reliable/Cape Coast

Lydia has been a member of Global Mamas for four years. Lydia took on new and complex items for the 2008 catalogue and began producing them effectively from the outset. Lydia's quality is always extremely high. She completes orders ahead of deadlines and is a joy to work with. "You can trust that any work you send Lydia will come back quickly and with high quality," said a member of WIP's quality control team. Her impeccable quality and devotion to her work makes her an excellent member of the Global Mamas team.



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.



Gavin Payne

Gavin came to WIP from Seattle, Washington, as a grant writer and research intern. The challenge WIP presented him with was to move forward with a couple of grant opportunities in order to finance the large costs of expanding WIP operations to new areas. Among

his many accomplishments, Gavin researched and wrote a grant to the American Embassy Ambassador's Fund for WIP's acquisition of Solar Power for the office. Additionally, he researched international trade law under AGOA and began to put together a binding ruling submission that would give Global Mamas duty-free benefits for importing pre-sewn T-shirts into the U.S. Additionally, Gavin created a grant proposal for the Business in Development Network (BiD Network).

Liz Gentilcore

Liz, a dyslexia learning specialist from London with a passion for fair trade and bettering the world, played a pivotal role in refining and implementing the fair trade program for WIP. She started by standardizing the Global Mamas fair trade program documents and then worked with each Global Mama to guide them through the fair trade evaluation program. As a result of Liz's work, ten more Global Mamas became certified members of the program. Outside of fair trade work, Liz found time to conduct IT training for staff and developed training materials for future sessions.



■ volunteer highlights



Pam Wyrowski

Pam came to WIP as an intern and packed a lot into her two-month stay with WIP. She assisted in various areas, from developing a design competition to researching labor laws. The design competition was developed to encourage the Global Mamas to be creative and

put forth new ideas for future products. Pam organized a presentation on sales trends for all the Global Mamas, so that they understood which types of products were best sellers. She then coordinated the competition and judging process. The winning products are being entered in the 2008 catalog. On the sales front, Pam created an online survey to secure feedback from wholesale customers on new designs. Pam also played an instrumental role in rewriting the WIP employee contract and researching new employee benefits packages for WIP. Finally, Pam conducted numerous interviews with seamstresses, batikers, and bead makers and wrote articles for the quarterly newsletter.

Elisenda Losantos

Elisenda, a graphic designer from Barcelona in Spain, had never worked in a developing country before arriving in Ghana. During her six months volunteering with WIP, Elisenda threw herself into improving the production process for Global Mamas textile products in Cape Coast. Her work included visiting seamstresses to understand how they produced their products and identified ways they could improve their processes. She developed specifications for WIP's range of products to ensure standardization, reduce waste and increase production capacity. As a graphic designer, Elisenda's Photoshop skills were invaluable in laying out pattern specifications and creating easy-to-follow spec sheets for staff and seamstresses. Elisenda also designed WIP's first fair trade cloth that became part of the 2008 catalogue. Elisenda said she was impressed by the incredible work environment of WIP, commenting that the team spirit and the feeling that everyone was in the same boat—WIP staff, batikers, seamstresses and volunteers alike—was one of the most motivating experiences of her life.



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?" WIP generates real, tangible results by taking a unique approach to economic development that is not focused on classroom training. 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 and the British High Commission as important partners, WIP is proud to say that over 80% of its revenue is contributed by the producers of Global Mamas and amazing volunteers.



Empowerment Through Independence

Global Mamas is a network of many individual small businesses that market products under a common brand name. Strategic and management decisions are made by the producers in the network and day-to-day operations are coordinated by WIP. WIP believes that building the capacity of many small businesses will have far greater impact on improving Ghana's economic growth in the long term as compared to opening one or two factories. These business owners then serve as role models for other young entrepreneurs who will know how to take advantage of trading in global markets.



Fair Trade Plus

Because the Global Mamas network exports and distributes products directly, producers in the network earn over 40% of total revenue. Even in the world of fair trade, this is an outstanding statistic. A typical sweat-shop worker earns less than one percent of a product's sales price. WIP also ensures that fair trade principles are implemented at the grass roots level through the internal Global Mamas fair trade certification program.

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 batiking, and more at www.globalmamas.org. Email us at info@womeninprogress.org.

WOMEN IN PROGRESS

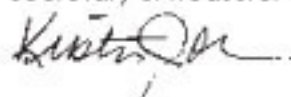
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