



2011 ANNUAL REPORT

Global
Mamas®



WOMEN IN PROGRESS

FROM THE FOUNDERS

In 2003 we co-founded Women in Progress with the mission to transform the lives of women entrepreneurs in Ghana by helping them to grow their businesses. We were providing one-on-one consulting on business and financial management when six women said, "Listen, if you don't help us find new markets for our textile products we aren't going to need help with business management because there will be no business left to manage." The six women, all of whom were operating their own small businesses, came together with the name Global Mamas to produce and export textile products under a common brand.

Today we have over **500 women** producing products for Global Mamas. We started producing a handful of batik apparel and accessory products in Cape Coast and today we have hundreds of products produced in seven locations around Ghana. We still produce batik textile products, but have also replicated our model with women working in the recycled glass bead and shea butter industries in Ghana. We started by shipping products in a few suitcases per year and now send 4 to 6 pallets of products per month. We started by selling products at a few home parties per year and now we sell products to nearly 400 stores across the world.

Staying true to our roots, we are committed to building the capacity of the women by hosting international volunteers who give their time, talent, mentorship and encouragement when required. It is incredible to imagine that since 2003, 374 volunteers representing 24 countries have spent more than 100,000 hours in Ghana. Volunteers have provided hands-on training in business, design and production, which strengthened the ability of the women entrepreneurs to better manage their growing enterprises.

It is impossible to convey how profound the **combined energy** and passion of over 500 members of the Global Mamas Community, 50 staff members and 374 volunteers working together for almost ten years has impacted the organization. Our producers are unique and their accomplishments over the years have varied from opening bank accounts, supporting their children through all levels of school including university, opening shops, building homes and most importantly, feeling empowered and valued.



Aggie Cole Arthur working on Batik in Cape Coast.



Janet (Cape Coast), Agnes (Krobo) and an employee of Global Mamas producer partner Trashy Bags (Accra), all busy at work.

The women of Ghana inspire us every day. Looking back almost **20 years** now and imagining ourselves moving to Africa as Peace Corp volunteers and having such a rich experience, we are grateful to have learned the true meaning of hospitality and kindness. We've learned how to appreciate each day and not to let the hard times drag our spirits down (or at least not for long). With these gifts, we've built the foundation for life-long careers that we absolutely love.

As we **reminisce** about our journey, we feel fortunate to be a part of this network of talented businesswomen who are driven to pay it forward to other women, their families, extended families, and their communities. We are also so thankful to have had the opportunity to build lasting relationships with our dedicated volunteers, gracious donors and loyal retail partners.

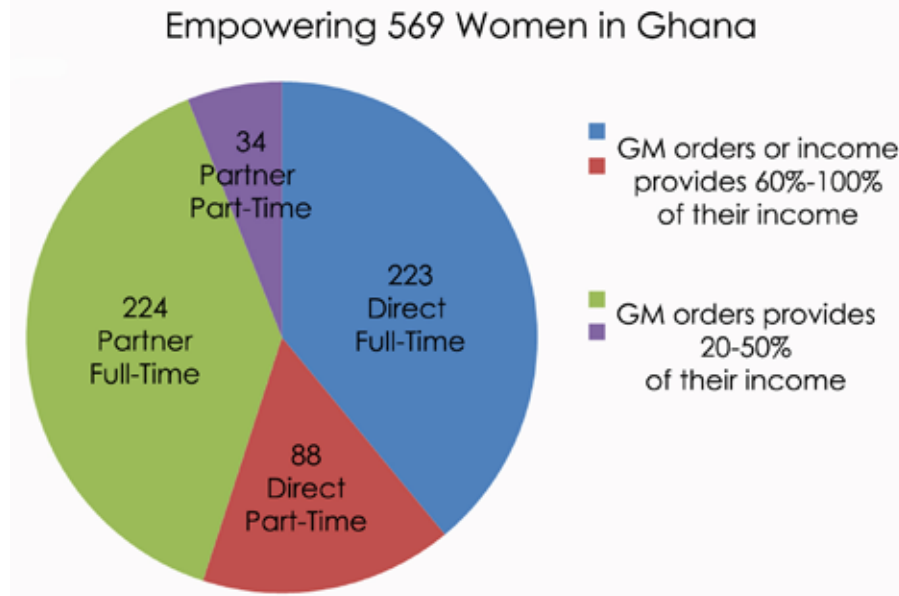
As nice as reminiscing about the past is, our focus is on the **future**. In January 2011 we opened a Fair Trade Textiles Workshop in Prampram and in December we kicked off our first public fundraising campaign and have raised almost \$20,000 to help expand the workshop and hire 23 new women. Our sights are set on creating 150 more jobs and positioning the organization to compete for larger orders in the global marketplace. More orders will lead to more jobs and greater capacity, which ensures that the cycle will continue.

We encourage you to read this inspiring Annual Report highlighting our focus areas of Capacity Building, Fair Trade and Partnerships. We're proud to share the great work we've done in the past and give you a sneak peak into the future; you might even see your name on our recognition reel!

Kristin Johnson & Renae Adam

INCREASED REVENUES & WAGES

- In 2011 WIP facilitated \$1,007,249 in sales of fair trade products in Ghana, North America, Europe, Asia, and Australia. 2011 was our first ever million dollar year.
- The members of the Global Mamas community collected \$342,475 in payments, which accounts for 34% of total product sales. Because most raw materials are provided in advance, payments to the women were mainly profit and wages.
- Sales of Global Mamas products and cultural workshops enhanced the wages, standard of living, and confidence of 569 women (and some men) in Ghana.



JOB CREATION & BUSINESS EXPANSION

- In 2011 Global Mamas directly created 21 new, permanent jobs.
- The women in the Global Mamas community worked to expand their businesses. New revenue was used to purchase new equipment for their businesses, open new locations, install electricity and phone lines in their homes and workshops, open and expand savings accounts, open retirement accounts, repay loans, rent permanent business locations, and expand their product lines.

PROGRAM EXPANSION

WIP opened a new Global Mamas Fair Trade Textiles Workshop in Prampram, Ghana in order to meet the increased demand of the North American and European marketplaces. This expansion accounted for 17 of the 21 new, permanent, full-time jobs for women in 2011 with more planned for 2012.

CAPACITY BUILDING

Through an extensive volunteer network, WIP provided hundreds of hours of hands-on training in batiking, sewing, quality control, business management, fair trade, and personal health and wellness.

IMPROVED STANDARD OF LIVING

The women in the Global Mamas community improved their standard of living for themselves and their families. Many women expressed great relief in achieving financial stability. Utilizing their additional income, the women:

- Paid school fees for their own children and a lot of other people's children
- Paid college tuition for their older children and themselves
- Became debt free
- Provided financial support for extended family members
- Paid medical bills
- Purchased land



Gina (Cape Coast), Agnes (Krobo) and Esi Joyce (Ajumako) are all proud to finance their children's education.

After a careful examination into the lives of the Mamas, one common theme emerged; the hopes and dreams of almost every single woman rests in seeing all Ghanaian children receive a good education. In 2011, **94%** of the Mamas supported one or more children attending school and many of the women don't yet have children of their own. With revenues earned, the women collectively sent **180 children** to school. 36% of the women paid school fees for the children of extended family and community members.

CAPACITY

Educating Our Children

Seamstress Mary Nartey of Prampram describes her personal dream for the future as "Seeing my oldest son become a doctor, and my other son become a pilot." Although the answer was given between a bit of laughter, Mary is all too serious about seeing her children succeed in school. In addition to the women's tireless efforts raising a family, working full-time, and being active members of their churches and communities, they are busy saving for school fees, uniforms and books. In our Cape Coast location alone nearly 30% of the revenue earned from Global Mamas was allocated towards school fees. A number of the women describe one of their biggest achievements of the year as being able to save for their children's continuing education – a new goal we see emerging. Our Mamas are setting their sights higher than secondary education. At the end of the day, our Global Mamas are proud to have the means to support their children's education. Through hard work and dedication, the women strive to make a difference in not only their lives, but in the lives and futures of all Ghanaian children.

Women in Progress strongly believes that helping women gain financial independence and confidence is the most effective way to create lasting **prosperity** for communities and alleviate poverty in developing countries.

Educating Ourselves

For most of the women, merely becoming a Mama requires great courage. Refining their skills and learning new facets of business is something that requires a lot of time and commitment, but the results are worth it and they are proud of their achievements. Many of the women have dreams of expanding their businesses, gaining new clients and developing their skills to be able to take on more difficult work. In 2011, 6 workshops were facilitated for 232 women. The workshop topics included Managing Customer Orders, Stress Management, Community Service, Hand washing, Glaucoma Detection, Cancer Awareness and Financial Planning. All of the Mamas also receive extensive training on new product development and quality control each year through one-on-one training.

After attending a workshop on financial planning, batik maker Monica Eku started to plan and budget for an addition to her retail business in Elmina. From the skills she's developed through workshops and the independence gained from earning a steady and fair income, Monica is actively transforming her dreams into reality. "Next, I'll set up a website and market my products globally, then I'll expand my shops in tourist locations on the Coast", she says matter-of-factly.

BUILDING

"Before working with Global Mamas I did not have a bank account. I did not even know how to save. Now I am saving money every month and am able to pay for my children's school fees and books. I am also supporting my sister who is training to be a nurse."
- Cecilia Dick, Cape Coast

One of the greatest motivations driving the work of Global Mamas is witnessing the Mamas' personal transformations each year. Esse- Joyce of Ajumako feels "proud to be fine and comfortable in my life, and to support myself well." From saving money, buying necessities and being an equal financial provider for their families, the women are making positive and sustainable changes in their lives. ✨



Mary Koomson, batik maker is one of the workshop beneficiaries.



Kirsten Klein and Gretchen Sunko meeting with Hannah Dodoo (left) to discuss the capacity of her business.

“We opened the Mamas minds to the possibilities of their businesses. The women we worked with started planning for new employees, started savings accounts, found unnecessary expenses that could be cut out, increased wages for their workers, looked for new markets for their products and readjusted their pricing for a more fair income. The best part was how excited each woman would become in planning for her business future!”

- Kirsten Klein, Volunteer

VOLUNTEERS &

Changing Lives

Women in Progress's volunteers and interns come from all walks of life and offer a variety of different skills and expertise. If the Mamas are the heart of the organization, then **volunteers are the veins** that are essential to providing necessary resources to the "heart". Many volunteers and interns work on the front lines assisting women with design techniques, financial planning, business processes and life skills. Others work behind the scenes updating websites, researching new sales channels and developing marketing strategies.

WIP always work hard to pair a volunteer's skills and interests with a specific need within the organization. Global Mamas works with a network of entrepreneurs and as such, the financial stability of each business that we work with is critical to the success of the organization as a whole. When Kirsten Klein and Gretchen Sunko joined us during 2011 to share their financial expertise, we were thrilled.

Their Story

Even though the women were strangers, we paired them up to help solidify the financial capabilities of our Mamas. Kirsten and

Gretchen conducted a training workshop for more than 40 Mamas in Cape Coast on “Managing Customer Orders”. They met one-on-one with the entrepreneurs to understand the production capacity of their business, analyze the consistency of work orders received from Global Mamas and to follow up on training concepts.

Gretchen also teamed up with volunteer Nancy Totall and Maria Vidal from Global Mamas to help implement a new production management database. After spending 3 weeks working with the Mamas at the new production site in Prampram, Gretchen observed all of the effort that goes into preparing an order. As Global Mamas continues to expand, managing all of the details has grown more complex.

Global Mamas has been leveraging the IT skills of their volunteers to design and implement a custom database which will automate production planning. At the end of the project, Gretchen commented that “there are many opportunities available to volunteer internationally, however I found it especially rewarding to work on a project that utilized the unique skills that I’ve developed in my studies and professional career.” The new database

INTERNS

was implemented at the end of the year, and Global Mamas is capitalizing on its efficiencies. In addition to streamlining our processes, having the ability to capture and analyze real-time operational data will be a tremendous benefit.

After meeting, interviewing and training several of the producers, Gretchen witnessed the

positive
impact

that Global Mamas is having on local communities and says “It’s not just the women producers that benefit; their children, extended families, and neighbors have all been touched. These women have achieved success and are now role models in their community!” ☀️



Gretchen Sunko teaching a Financial Management workshop to several Mamas.

In 2011, with the support of our loyal retail partners, Global Mamas facilitated: **\$1,007,249** in sales to **400** customers, of which **34%** was paid directly to the producers.

Throughout the years, many of those customers have traveled to Ghana to meet our producers and experience fair trade through the hands and eyes of the producers.

Baksheesh

Candi Horton and Brian Smucker started Baksheesh with a small storefront in Sonoma in 1997. Candi has been involved in the fair trade movement since 1987 and is passionate about fair trade retailing because she's seen the difference it makes to women in other countries. She feels that it is her job to link the hands of women in North America to those of other talented women around the globe through the sale of their beautiful products. This link provides employment for artisans in economically developing regions of the

"My visit to Global Mamas cemented my belief that the concepts of fair trade can (and must) work on three levels: create sustainable jobs for each artisan, the wholesaler that represents them and the retailer that handles their products."

**- Candi,
Owner of Baksheesh**



Candi Horton with Global Mamas products in her store.

PARTNERS

world and a deeper understanding of their realities to women in the USA. "It's pretty cool to have a job that brings people together in creative ways" she says. Candi visited Ghana in 2006. When asked what the favorite part of her visit was, Candi replied, "My first was being privileged to sit in on a quarterly meeting of Global Mamas. With eyes wide open I watched as every principle of fair trade was portrayed in real time right in front of me. My second was taking the batik workshop with Eli and Emma. As we labored in their workshop with the sound of crashing waves outside, my understanding and appreciation of this art form soared. The skill and expertise it takes to pull it all together into a marketable product is mind-boggling and inspiring." Candi's dream for Baksheesh is to have both stores reach a million dollars in annual sales. Her other goal is to continue to consult with other fair trade stores so the retail component of fair trade grows stronger and larger. "My ultimate goal is to have all trade be fair trade, then I can retire," she says with conviction.

Latitudes Fair Trade

Lee Owsley has been selling Global Mamas products for 2 years in Latitudes Fair Trade Store in Warrenton, VA. Latitudes is committed to making a positive economic connection between American consumers and marginalized artisans from developing nations. Lee believes that money is one of the most powerful forms of influence, especially when it comes to impacting the global economy, basic human rights and the environment. She says "Using money thoughtfully can have great positive impact on the lives of others around the world." Lee and her friend and co-worker Donna Wilkers visited Ghana in 2011 and felt as excited meeting the women as if they were meeting movie stars. "I had been seeing the Mamas names on the tags of the garments and reading about their stories on the website and then there I was, standing in their workshops, looking into their eyes, and hearing their stories firsthand. There was the feeling of completing a circle. I was hugging the women who were making my own business possible; it felt so 'right'." Lee's hope is to continue to learn to become more efficient in the way she runs her own business so that she can spend more time with her granddaughters. Another goal is to travel and visit at least one other producer group. "I also hope to increase my own sales by at least 20% over last year's level so I can provide more work for the people I'm trying to help."



Lee Owsley with Esther Gyepi-Garbrah in Ghana.

Sol Sisters

Leah Brickhouse started Sol Sisters in Sweden with the intention of making small steps toward a better world for her family and the local community. Her passion for handcrafts is fueled through Fair Trade. "It's not only the handcrafts, but cultural traditions that are tied to the crafts." In 2009, Leah traveled to Ghana to meet some of the Mamas and was overwhelmed with emotion after spending the day with two of our original batikers, "I was overcome with emotions and tears, of excitement, relief, and happiness at finally meeting Elizabeth and Emma. It was an accumulation of feelings from over the four years of selling Global Mamas products and introducing their stories and pictures to customers." Leah's goals for Sol Sisters is to continue building customers throughout Scandinavia, start building a customer base in Spain and open an accessible and user friendly webshop in English, Swedish, and Spanish. One of her dreams is to bring a Global Mamas members tour to Sweden. "Knowing the circle of creation is very important to me. I know where the products are coming from, who made it, and this fuels my interest into finding out more about the history and culture of the creator."



Leah Brickhouse selling Global Mamas in Sweden.

IN FAIR TRADE

PARTNERS CONT' D

Sankofa

Kym Pointon of Sankofa Tribal Textiles & Homewares in Melbourne Australia is passionate about Fair Trade because she believes that operating a business in a respectful way gives everyone in the supply chain a fighting chance to succeed and achieve their dreams for themselves and their families. Sankofa supports artisans in developing countries to create sustainable businesses through ethical trading practices. Ghana is Kym's favorite country in Africa and has travelled from one end of the country to the other following crafts. "With each region having its own speciality, you can see kente weaving, glass bead making, lost wax brass casting, basket weaving, indigo dying, and batik. Ghana is a craft lover's heaven and I love spending time with the artisans watching them work and hearing their stories", she says. Her visits to Ghana have helped shape the way she looks at other fair trade business models. Two aspects she appreciates about Global Mamas are the way the production centres are in towns where the mamas live and they can stay connected to their families and communities without having to move to big cities to find work, and secondly, that the women aren't solely dependant on the international export market for their income. Kym's goals for Sankofa are to keep incorporating travel and business. "I want Sankofa to keep growing and providing a market place for fair trade, handmade, products in the Australian market. One day I would love to take fellow craft lovers to Ghana to experience the richness of their traditional crafts firsthand."



Global Mamas products for sale at Sankofa.

By endorsing the principals of fair trade, Global Mamas is supporting an economic system that provides opportunities for our Mamas, their families and the communities in which we work. It is our goal that the principles of fair trade will be ingrained in future generations through their children. To us it's simple, fair trade equals school fees paid, nutritional needs met, health care costs covered, environmental impact limited and ultimately, women empowered. ✨

"Global Mamas has changed my life very much. It has allowed me to send my children to school and if someone needs help, I can help them too."

- Sarah Adjei, Cape Coast

“My dream is to have many more jobs in Prampram, and for the community to have a nice market that’s not too far away.”

- Faustina Tetteh,
Prampram

In 2010 the association of seamstresses in Prampram appealed to Global Mamas to choose their town for expansion because of an abundance of willing and able workers and high levels of unemployment in the area. The challenges identified in this small and vulnerable fishing village on the eastern coast of Ghana compelled Global Mamas to launch Phase I of our Prampram Fair Trade

THE FUTURE

Textiles Workshop there. An older building, used long ago for a resort, was converted into a Global Mamas batik and sewing center that now employs 17 full time workers. Over the past year, Prampram has also been the temporary home to 10 volunteers from the United States, Australia, Holland, United Kingdom and Canada who have worked alongside the women stimulating their precious trades and providing hope and encouragement.

After a successful year, we have seen the viability of the workshop concept. We now intend to implement Phase II of the project, which will add **23 new jobs** and double the production capacity of the location thereby reducing production costs and ensuring self-sustainability. We are also committed to upgrading the environmental sustainability of our production processes. Global Mamas recently embarked on the daunting task of developing a public fundraising campaign to help seed phase II to fruition. We started out by recruiting team USA that included former volunteers Brittany Campanelli & Kiley O'Brien Ruggiero, former intern Aileen Ottenweller. Brainstorming sessions took place over Skype and vigorous e-mails were sent through cyber space for a few months before the official launch of two online fundraisers on Razoo and Global Giving.

On December 1st our fundraisers made their debut and by the end of the month, **128 superstars donated \$12,223.50.** This will enable us to hire 20 new women and provide them with fair and sustainable employment. The Fair Trade Textiles Workshop radiates a whole new energy as the team works closely filling orders and troubleshooting everyday challenges.

Global Mamas will be busy in 2012 with **expanding the Prampram location** while keeping up with production capacities, human resources and the implementation of a new and improved database that has been 2 years in the making.



Batikers at Prampram working on a new design.

FUTURE CONT' D

We are also unveiling a fair trade tour for our retail partners and their customers as well as a corporate and intern group volunteer program. Our goal is to facilitate the coordination of 1 week to 10-day trips in Ghana for groups of volunteers who are interested in experiencing the diverse Ghanaian culture while working side by side with our Mamas on a variety of projects. Global Mamas will provide the framework for a unique and once-in-a-lifetime opportunity for student and corporate groups looking to travel to Ghana to work with women, put their lives into perspective, enhance their resumes, increase their global awareness and have meaningful, fun connection.

Women in Progress/ Global Mamas has endured almost 10 years as a successful organization because of the combined effort of more than 1000 people that continually prove that a fair trade company can be sustainable, profitable and create tangible change in the lives of the most vulnerable people in the world.

We wish to thank and acknowledge all of the people who have contributed to this progress by including them in the lists that follow in this report. ☀️



Seamstresses in Cape Coast can be visited on a Fair Trade Tour.

"I am proud that I am educating myself. I improved the quality of my batik and have discipline about time management. Income from Global Mamas enabled me to attend the University of Cape Coast to study business management."

- Aggie Cole Arthur, Cape Coast

OUR CONTRIBUTORS

Global Mamas and Women in Progress would like to
THANK YOU for your support!

VOLUNTEERS

Eana Agopian	Emma Miles	Fernann Braam	Roger Johnson	Molly O'Rourke
Cass Benson	Keziah Newlove	Pieter Braam	Shawn Jones	Brendan O'Rourke
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Sarah Totall
Eugenia Tzelardonis
Marc Uible
Kate Watson
Nicholas Wolf
Ann Wynn
Sophia Yoon
Dennis & Mary Young

RETAIL PARTNERS

(with purchases over \$1K)

Charity USA
Laurie Dahl
Global Girlfriend
Smithsonian Museum/
GENCO DCF
Ten Thousand Villages,
Richmond
Muenda Trading Com-
pany
Midtown Global Market
Latitudes Fair Trade
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Company
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Wander this World
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leigh
Patchouli Blue LLC
Ten Thousand Villages
Kansas City
Baksheesh - St. Helena

Tenfold Fair Trade Collec-
tion
Revive
Baksheesh - Sonoma
Global Gifts - MA Ave.
Ten Thousand Villages
Winter Park
Fair Trade For All
Skirball Cultural Center
Ten Thousand Villages
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SERRV
Campus One Stop
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Liz Alig
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tion
Global Gifts Bloomington
Ten Thousand Villages
Greenville
Atonement Lutheran
Church
Earth Lover Shopping
The Fair Trader
Worldly Goods
Kirabo
Far Away Places
Tesoros Trading Company
Monica Morrissey
Indigo Turtle
Fair Trade Winds
Global Exchange San
Francisco
September Elm
True Vinyard Ministries
Just Fare Market
Plowsharing Crafts Delmar
Worldwide Market Square
Flavours of Life
Refinery
UU Fellowship of Vero
Beach

Mustard Seed Fair Trade
San Jose International Gift
Fair
Global Infusion
World Next Door
The Green Phoenix, LLC
Global Goods
Traditions Fair Trade Cafe
Sankofa - US Wholesale
Expo Peru Collection
Ten Thousand Villages
Cincinnati
Boomerang
silk road
Knit Wit Yarn Shop
exotique
Peters Path
Anahata
Marafiki Fair Trade
Nest Organics
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Holy Family Retreat Center
Just Trade- Hopes Center
Zingara Trading
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CROIX
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The Eclectic Company
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Art Institute of Chicago
Tatiana Moreno
Organic Style
World Cup Market
Ten Thousand Villages
Atlanta
African Youth Outreach
Old North Fair Trade Mar-
ket
Wild Child Madison
Fairific

The Fanciful Fox
Crossroads Handcrafts of
the World
Pittsburgh Zoo
Rowe Mountain Fair Trade
Common Crow Natural
Health
Linden Hills Natural Home
Co-op
Wildlife Trading Company
of New Mexico/The Living
Desert Zoo and Gardens
University of Alaska SE
Bookstore
Tarpon Bay Explorers
Global Goods Fair Trade
Store
Alisa Tubbs
Denver Museum of Nature
& Science
Sister Wolf Books
RPCV South Florida
Northshire Bookstore
National Cathedral School
Bidan
Mango Tree Imports
Banyan Tree Portland
BaZei Boutique
Tromblay Salon and Gal-
lery
Nomad
Gifts For A Better World
He, She & Me
Global Gifts - Grand Rap-
ids
Planetary Nations
SiS International Shop
The Lower Eastside Girls
Club
One Just Earth
The Green Store
Gifts With Humanity
One World Handcrafts

LOVE your product. KNOW your producer. CHANGE her life.



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 and www.tradeforchange.com.

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 women of the Global Mamas network 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 women of Global Mamas, learn about batiking, bead-making, shea butter production, and more at www.globalmamas.org.

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WOMEN IN PROGRESS

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