

Global  
Mamas<sup>®</sup>

**ANNUAL REPORT 2012**

# A NOTE FROM THE FOUNDERS

This year was a monumental year for Global Mamas. In one word, Pride best describes our accomplishments in 2012. We are incredibly proud of our successes over the past year. The Mamas echoed these sentiments. Jennifer Thompson explained how she was “proud to be making her business bigger”, while Elizabeth Ampiah and Emma Myers shared how they “are proud to be independent women”.

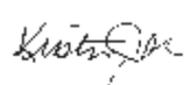
We were proud to be the recipients of two grants in 2012: the McGuffin Creative Group from Chicago awarded us with \$25,000 of branding and design services; and the Embassy of France in Ghana funded us with nearly \$26,000 to expand our programs to over twenty new Mamas, which you can read about in Growing into New Spaces on page 6.

We are proud of several internal promotions at our production locations. Wisdom Tamakloe, initially a Quality Control employee in 2007, was promoted from Production Manager to the General Manager of our Cape Coast office. Amos Kporshiebu was promoted from a Quality Control employee to a Batik Manager and relocated to our new Ashaiman location.

Our many accomplishments in 2012, ranging from professional to personal, motivate us to continue to strive for a positive future. We instituted a new, internal Production Management System that tracks all raw materials, orders, and payments in one place. It has resulted in streamlined internal communications and more efficient production management. In addition, we have celebrated weddings and babies, including the birth of our first Global Mamas’ volunteer baby. Michitake Stonewall Elliot is the adorable son of volunteers, Jeb Elliot and Emi Yoshidomi-Elliot, who met while working with us in Ghana.

We are proud of all the people who contribute to our global community - Mamas, retailer partners, consumers, volunteers, interns, donors, and friends. As we continue to create prosperity for more African women and their families, we are proud to share our many achievements and to celebrate this year with you. We would like to extend a special thanks to over 600 producers, 300 retail partners, and 40 interns and volunteers who helped to make 2012 such a tremendous year. Without them, all of our achievements would not be possible.

We look forward to continuing to grow together as a global community!

  
Kristin Johnson &   
Renae Adam



Emelia Batsa Dede and Mavis Adu

# 2012 Results

## JOB CREATION & BUSINESS EXPANSION

In 2012 Global Mamas directly created 33 new, permanent jobs. This was mainly attributed to the expansion of our Prampram/Ashaiman location.

The women in the Global Mamas community continued to invest in their businesses, their families, and their futures.



## INCREASED REVENUE & WAGES

In 2012 Global Mamas facilitated \$1,082,819 in sales of fair trade products in Ghana, North America, Europe, Asia, and Australia.

The members of the Global Mamas community collected \$360,397 in payments, which accounts for 33% 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 509 women (and some men) in Ghana.

## CAPACITY BUILDING

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



## IMPROVED STANDARD OF LIVING

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

- ✦ Provided hundreds of children in the community with education by paying for their school fees
- ✦ Paid college tuition for their older children and themselves
- ✦ Became debt free
- ✦ Began saving for the future
- ✦ Provided financial support for extended family members
- ✦ Paid medical bills
- ✦ Purchased land and built workshops and homes

Global Mamas gives us hope for our work and gives us things to be proud of.

—Hannah Mansa Darbah

# Growing into New Spaces



Every year since our founding in 2003, Global Mamas has exceeded expectations, expanding sales by an annual average of 66%. 2012 was another exceptional year of growth thanks to exciting, trend-driven designs, and continued improvement in our quality.

In 2011, Global Mamas reached a point in which the ever-increasing demand for our products significantly outstripped our production capacity. As retail stores and consumers from around the world increasingly purchase from Global

Mamas, we could not create enough supply to fill the requested orders. In order to ensure that this growth in

demand would translate to the empowerment of more women in Ghana, Global Mamas decided that it was time for a change in strategy.

After many meetings and much deliberation, Global Mamas decided to build a large-scale, fair trade textile campus to achieve the sustainable expansion necessary to increase supply and grow our organization. The initial step to developing the campus was to launch our first in-house batik and sewing facility. We decided on a location in Ningo-Prampram, a remote Ghanaian community in which seamstresses and batikers faced limited job opportunities. In 2010, Global Mamas started a production branch in

Prampram and hired 15 experienced seamstresses and batikers. In the words of Prampram seamstress Gifty Tovor, "We, women of Prampram, are hard workers. For us, men do not support us. We must work and support ourselves."

However, soon after our Prampram project began, Operations Director Maria Vidal explains, "Global Mamas was faced with a unique challenge. We found ourselves at a point where we could not create jobs because we had already employed most of the seamstresses and batikers from that area." Global Mamas recognized that a Prampram campus could not accommodate our long-term vision for growth, so a series of thoughtful discussions resulted in a new strategy. In order to achieve sustainable expansion, Global Mamas would need to move operations to a larger community with an additional workforce and more reliable power and water.

We soon found a place to meet these qualifications just 15 kilometers from Prampram in Ashaiman, a busy urban-center. Not only does Ashaiman's proximity to Prampram allow Global Mamas to continue to support our original team, but there is also an abundance of under and unemployed seamstresses and batikers to hire. The



women from Prampram receive a higher wage to offset their transportation costs.

Recognizing the development potential of the Ashaiman campus, the Embassy of France in Ghana awarded Global Mamas a grant for nearly \$26,000 US. This grant made possible the leasing of a two-story building that we converted into a work space, as well as the purchase of fifteen sewing stations and six batiking stations. After the swift transition from Prampram, the Ashaiman campus has now been up and running since July of 2012.

**“We found ourselves at a point where we couldn't create jobs because we'd already employed most of the seamstresses and batikers.”**

# A Visit Across the Atlantic

“The more you teach, the more you learn” is the life motto of Hannah Dadoo. It echoed in her mind as she crossed the Atlantic Ocean from her home in Ghana to participate in the 2012 Fair Trade Artisan Tour in the United States. As a founding member of Global Mamas and a successful Cape Coast business owner, Hannah embodies the ideal fair trade success story, which is the reason she was selected to demonstrate the benefits of fair trade during the eleven-day event. Working with Fair Trade Towns and Universities USA, Global Mamas organized the October tour that kicked off at our retail partner, Global Gifts, in Bloomington, Indiana, and traveled to fair trade shops in seven cities across Indiana, Kentucky, Virginia, and Washington, D.C., before concluding at the Fair Trade Campaign conference in Chicago.

Hannah's story exhibited the message of

the tour—that fair trade truly does empower producers, enable responsible consumerism, and create sustainable living. Hannah told engaged listeners about how she founded Global Mamas with five other women in 2003, and how this partnership has changed her life. Though Hannah had been a seamstress for almost 30 years before Global Mamas, the fair trade partnership allowed her to expand her shop and begin working with other Ghanaian women. In addition to starting the Progressive Women's Cooperative Credit Union, Hannah now mentors seven apprentices and nine seamstresses with plans to educate many

**Fair trade truly does empower producers, enable responsible consumerism, and create sustainable living.**

more.

Throughout the fair trade tour, Hannah explained the ripple effect of fair trade. “Working with Global Mamas and understanding the basics of fair trade has taught me that because I have been

blessed, I need to give back.” To make this happen, Hannah described how she dreams of opening a school in which underprivileged women will learn how to sew in order to gain financial independence, and in her own words, “remain off the street”. This message assured the tour participants that

their dedication to fair trade creates sustainable development throughout the world.

Hannah's U.S. visit and the multi-city tour culminated in the Fair Trade Towns and Universities Conference in Chicago, where Hannah was a featured speaker to over 200 attendees. Through Hannah's visit and collaboration with our American partners to promote fair trade, Global Mamas demonstrated to a wide audience that each contribution to the fair trade mission creates opportunities, empowers women, and enables producers in developing countries to improve their lives and the lives of others.



## Hannah Dadoo

### Quote

I am committed to keeping my shop safe and paying my workers fairly. When Global Mamas hosts a workshop, I bring my apprentices and workers so that we can all benefit. Information is liberating.

### Working Location

Cape Coast

### Achievements

Seamstress for over 40 years  
Founding member of Global Mamas  
Co-founder of Progressive Women's Cooperative Credit Union  
Owner of Hadod Fashions  
Runner-up in Ghana National Sewing Competition, 1998  
Paid visit by Kofi Annan, former Secretary- General of UN

### Dreams

I've had many dreams come true over the years. Nowadays, what I dream about is teaching young women from the villages how to design, sew and make a living on their own.



# Retail Partner Spotlight

It was a special moment for Hannah Doodoo when she saw her signature on the tags of batiked cloth at the Ten Thousand Villages store in Richmond, Virginia, nearly 5,000 miles from where she produced it in Ghana.

Whenever Richmond's Ten Thousand Villages store succeeds, it enables the success of its fair trade artisans around

the world, including those working with Global Mamas in Ghana.

The Richmond store opened in 1995 and continues to operate today as a fair trade retailer of artisan-crafted home décor, personal accessories, clothing, and gift items. Rapid growth led to a 2001 move to a larger store in Carytown, Richmond's prime shopping district. In

2010 they introduced the Global Mamas line into their store with a Fair Trade Fashion Show, now an annual event. By purchasing and promoting Global Mamas apparel, Ten Thousand Villages of Richmond is one of Global Mamas' largest customers.

According to Amy Lavan, assistant manager of the store, "We love carrying

Global Mamas' clothing because the fashions are fun to wear and the designs are beautiful. Customers appreciate the uniqueness of each piece, and they are so happy to see the signatures of the women who make the clothing on the tags. The connection between the producer, product, and purchaser comes full circle with any Global Mamas product."



“The connection between the producer, product, and purchaser comes full circle with any Global Mamas' product.”



# Reflections from Robin

Last February, Robin Ross travelled to Ghana to volunteer for Global Mamas. She demonstrated the extent volunteers contribute to Global Mamas, while gaining personally from her experience.

Utilizing her skills as a financial executive, Robin successfully brainstormed with Global Mamas about grant writing and fundraising; coached new managers on site management and

staff development; and interviewed the Mamas for the 2011 Annual Report. Robin listened to the remarkable stories of 30 women and learned about the unique challenges and triumphs that each woman faces.

Robin exemplifies how volunteering with Global Mamas can have a profound impact on volunteers' lives long after they return home.

She explains, "seeing Global Mamas in action affirmed my strong belief that women hold the key to economic success in both developed and emerging economies. So after a successful 30 year career as a financial futures executive, I decided to become an entrepreneur and launch a coaching practice that helps women in finance achieve personal and professional success and well-being. My mission is

to increase the percentage of senior women executives in the financial services industry and enable women to have a greater influence in shaping the global economy."

We caught up with Robin to learn her perspective now that a year has passed.



## What do you want people to know about your experience here?

I want people to understand that Ghana is a democratic country full of possibility, and the Global Mamas network is made up of resilient and remarkable women who are sowing the seeds of success for their families and communities.

## What was the most insightful part of your experience?

I learned that I am capable of so much more than I ever imagined. My visit in Ghana truly awakened a sense of adventure in me and opened me up to a world of new possibilities!

## What do you miss most about being in Ghana?

I miss the warmth and friendliness of the Global Mamas staff and women. I miss the camaraderie and energy of living with volunteers from around the world who want to make a difference.

## What advice would you give to people who are considering volunteering with Global Mamas?

This is a once-in-a-lifetime opportunity which will change your life. Don't think twice—jump in with both feet, an open heart, and a flexible mindset. You will not regret it!

**Working with Global Mamas taught me that women—regardless of where we live, what color our skin is, or how much money we have—are more alike than we are different. We all share many of the same thoughts, hopes, dreams, and fears.**

**We are truly all Global Mamas.**

# Contributions

A special thank you to the many people who contributed time, money, and passion to improving and expanding the Global Mamas' community in 2012.

## DONORS

Liz Alig  
Nora Bedard  
Deanna Bohbrink  
Shane Bohbrink  
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Nicholas Wolf  
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## VOLUNTEERS

Eberle Balfour  
Walt (John) Barber  
Katie Bauer  
Cass - T Benson  
Brita Blesi  
Tony Busch  
Megan Cain  
Brittany Campanelli  
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Alex Mundy  
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Kiley O'Brien

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Mitch Platman  
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Graham Ramsey  
Robin Ross  
Sammy Schreiner  
Lauren Sheridan  
Erika Smith  
Sydney Smithers  
Marija Spokaite  
Antoinette Terrana  
Katie Tinsley  
Nancy Total

I am building my own  
house and am very happy  
about that.  
—Sara Mensah

# Retail Partners

It's thanks to the effort of these wonderful stores who each sold at least \$1,000 of our goods that the Mamas' work is reaching the hands of countless individuals.

Accessories for Hope  
Alisa Tubbs  
Alternatives Global  
Marketplace  
Art Institute of Chicago  
Arte Hispano - Midtown  
Global Market  
Artisans' Hope  
Baksheesh - Sonoma  
Baksheesh - St. Helena  
Bali & Soul  
Big Village  
BluGnu Products  
Bridge of Faith African  
Crafts  
Buffalo Mountain Food  
Coop & Cafe  
Campus One Stop  
Charity USA  
Come Together Trading  
Company  
Come Together Trading  
Company- Tyler  
Common Crow Natural  
Health  
Cross Culture Market  
Crossroads Handcrafts of  
the World

Debbie Richie  
Debras Natural Gourmet  
Dietz Market  
Doodads, Inc.  
Earth Lover Shopping  
Eco Fair Trading Limited  
Evergreen Natural Foods  
Market  
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Expo Peru Collection  
Fair Planet  
Fair Trade Winds  
Far Away Places  
First Presbyterian Church  
Flavours of Life  
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Fusion Bath and Body  
Gifts For A Better World  
Gifts With Humanity  
Global Exchange San  
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Global Gifts - Bloomington  
Global Gifts - Mass Ave.  
Global Gifts - Northside  
Global Goods  
Global Infusion  
GrassRoots Fair Trade

Greenport Art & Design  
Greens N Grains  
He, She and Me  
Heifer International - The  
Shop  
Hill Country Haiku  
Holy Family Retreat Center  
HumanKind  
Hut 2 Home  
Isae  
Just Creations  
Just Fare Market  
Just Goods  
Karma Fair Trade  
Kirabo

Knit Wit Yarn Shop  
Latitudes Fair Trade  
Laurie Dahl  
M Squared  
Mango Tree Imports  
Marafiki Fair Trade  
Margo's Pottery and Fine  
Crafts  
Matrushka Toys and Gifts  
Maya  
Mill City Museum  
Momentum  
Nancy's Gone Green  
Native Grace  
Newark Museum  
Nomad  
Old North Fair Trade  
Market  
Olivewood & Brass  
One World Fair Trade  
Organic Style  
Pharmaca  
Plowsharing Crafts Delmar

Positive Vibrations  
Prairie Soap Co  
Pure Art Inc.  
Queen Bee  
Refinery  
Reliant Apparel, LLC  
Revive  
RPCV South Florida  
San Jose International Gift  
Fair  
Sankofa  
September Elm  
SERRV  
Seward Co-op  
Shema Global  
Silk Road  
SiS International Shop  
Skirball Cultural Center  
Smithsonian Museum  
Sol Sisters  
Sophia's World  
St. Francis Xavier CCW  
Sun Trade  
Sunnyside Shop  
Tango Zulu Enterprises LLC  
Ten Thousand Villages,  
Asheville  
Ten Thousand Villages,  
Greenville  
Ten Thousand Villages,  
Kansas City  
Ten Thousand Villages,  
Raleigh  
Ten Thousand Villages,  
Richmond

Ten Thousand Villages,  
Atlanta  
Ten Thousand Villages,  
Cincinnati  
Ten Thousand Villages,  
Winter Park  
Tenfold Fair Trade  
Collection  
Tesoros Trading Company  
The Birch Store  
The Bridge  
The Eclectic Company  
The Fair Trader  
The Green Phoenix, LLC  
The Green Store  
The Main Attraction Empo-  
rium and Coffee Bar  
The Market Path  
The Open Door- Boone  
The Simple Church  
Trade Roots  
Traditions Fair Trade Cafe  
True Vinyard Ministries  
United World Citizens  
Urban Owl Gifts  
UU Fellowship of Vero  
Beach  
Vagabond Boutique  
Viva Terra  
Wild Child Madison  
World Cup Market  
World Next Door  
Worldly Goods  
Worldly Wares, LLC  
Worldwide Market Square  
Zingara Trading



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