

Annual Report 2015



Global
Mamas

A Note From Our Co-Founders

There's an African proverb that perfectly encapsulates the year 2015 here at Global Mamas: "If you want to go fast, go alone. If you want to go far, go together." Together with six Founding Mamas, we created Global Mamas 13 years ago to achieve prosperity for women in Ghana. From the beginning, the goal has been to "go far," sustaining that prosperity over time. This requires a team effort.

In addition to impacting people, the ebola virus, though now eradicated, continued to impact business and tourism in West Africa. Thus, 2015 was a year in which we continued to be tested. Due to the continued lagging of sales at our flagship store in Accra, this was not a year of record revenue growth. Without a steady stream of international volunteers, we were unable to expand our programs.

Instead, it was a year of deepening our relationships, developing our skills, improving our systems, and focusing our efforts. It was a year full of stories of personal achievements and organizational successes that aren't necessarily tracked in the numbers. From connecting the Mamas with health education and services, to the empowerment of our Quality Control Champions in Cape Coast (who are eagerly embracing their new responsibilities), togetherness comes forth again and again as a theme in our work. We are especially excited about what the Mamas are choosing to invest in:

- The education of their children
- Their own education
- Business expansion, including the purchase of new equipment
- Land and building materials
- Self-sufficiency/independent living
- Improving their health and the health of their family
- Their communities
- Health workshops

"If you want to go fast, go alone. If you want to go far, go together."

- African Proverb

We hope you will "go together" with us, explore this report to see how we collaborate, celebrate, and innovate together as a community of people who care about each other's success. On behalf of the Mamas and our Ghana- and U.S.-based employees, we thank you for joining us in working together for a prosperous future.

Best wishes,



Renae



Kristin



TOGETHER WE:

Achieved page 4



"THE SMART GROUP ENCOURAGED ME EVERY TIME WE MET THAT I SHOULD TRY MY BEST TO SAVE. IT KEPT ME MOTIVATED AND DISCIPLINED."

Gloria Amanful
Global Mama since 2012

Grew page 8

"I ENJOYED BEING IN THE WORKSHOPS WITH THE MAMAS, SEEING HOW THEY WORK AND TALKING TO THEM."

Nerea San Vicente
Volunteer 2015

Nurtured page 6

"THE HEALTH PROGRAMS ARE HELPING US BECAUSE WE HAVE LEARNED HOW TO DO THINGS TO AVOID SICKNESS."

Theresa Tawiah
Global Mama since 2010

Improved page 10



"FIRST CLASS, FIRST TIME IS GOOD BECAUSE IT MAKES THE PRODUCTS BETTER FOR GLOBAL MAMAS."

Martina Obeng
Global Mama since 2009

Celebrated page 12

"SHE IS ALWAYS THERE WHEN WE NEED ADVICE. WHETHER ABOUT WORK OR A PERSONAL SUBJECT, FAUSTY IS THE PERSON WE GO TO."

Mariama Masahudu
Global Mama since 2014

Achieving Goals Together

Peer Support Groups give the Mamas Confidence and Focus



Christina Asare proudly showcases the sewing machine that she purchased as a result of her goal setting.

In early 2014, we made a New Year's resolution to help Mamas set and achieve longer-term goals and we're pleased to share the results of our second year of goal-setting.

Long-term planning does not come naturally in Ghana. The cultural norm is to focus on the short-term—planning for today to get to tomorrow. This short-term focus makes sense when dealing with poverty, health care challenges, and the general instability of life in a developing nation. But even as the Mamas have begun to realize financial security through working with Global Mamas, they still struggle to achieve their personal and business goals.

Over the past decade, we have seen that the more successful a woman is, the more pressure she receives to support her extended family and community with immediate needs. This can drain her bank account of the resources needed to achieve her longer-term personal and business goals.

In 2014, we launched a goal-setting program focused on setting and achieving SMART goals. SMART refers not only to the fact that the Mamas are talented, intelligent individuals, but



"It helps to talk with other people, other businesswomen. If you are facing a problem and keep quiet about it, then you miss out on advice and opinions."

- Vida Donkoh

also that the goals are **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-sensitive.

To get the Mamas started in setting goals, we formed small groups that meet regularly to develop a clear plan of short-term goals aimed toward achieving long-term dreams. With group names like Rose, Glorious, Trust Smart, and Achievers, the women were ready to hit the ground running, saying they very much needed the moral support offered by the program to achieve their dreams.

Twenty-nine women at our Cape Coast and Krobo sites participated in goal-setting in 2015. The Mamas set goals like sending their daughters to high school and university and buying an industrial serging machine, an electric sewing machine, or an oven. Everyone was extremely proud that half of them achieved their goals within the year!

Sabina Hasford, one of the attendees, found the group to be a great support for her business growth and personal goals. She says, "The SMART goals group has taught me how to arrange my plans. At one point, I decided to sell my shop. We discussed that at our SMART meeting and they convinced me to keep it. The landlord tried to kick me out, but the SMART group encouraged me and advised me. My shop survived, and that revenue helped me to pay for my daughter to go to university." The SMART goals program has been so well-received it will continue in 2016.



Sabina Hasford's reason for setting goals is her daughter, Gloria.



Vida Donkoh standing inside her dream home.

Nurturing Health Together

Health Education Provides Tools to Keep Healthy



The Queen Mothers of Krobo came to support the HIV education class.

Part of being a fair trade organization is ongoing dialogue with the Mamas about how they're doing, not only in their work lives, but in their personal lives, too. In 2013, we heard from Mamas that they wanted support for living healthier lifestyles. Since then, Global Mamas has been working to support the improvement of the Mamas' health.

As the Mamas continue on their prosperity journey, they begin to have the luxury of thinking about things that many people in wealthy countries take for granted, like preventive health care. Oftentimes in Ghana, people have to budget any extra money for health care towards urgent needs rather than regular checkups. Because the Mamas' financial status is more stabilized through their work with Global Mamas, they are beginning to think about this type of health care for themselves and their families.

While health is an important part of prosperity, health services are not part of what Global Mamas offers—we're laser-focused on providing the Mamas with income, business know-how, and personal empowerment. So we needed to bring in the experts, while making sure that health advice is culturally appropriate and meets the Mamas' most urgent health needs.

Thus, partnerships with local health-related nonprofits are the centerpiece of our strategy to bring the Mamas the types of health education and services they're seeking.

To create a strong partnership strategy, we engaged Peace Corps volunteer Eryn Greaney to spend her two-year assignment with us building programs to address the Mamas' health needs. On behalf of Global Mamas, working with our site managers in Ashaiman, Cape Coast, and Krobo, Eryn developed the programs highlighted below. It's important that Mamas will be able to rely on these programs for years to come, so we chose nonprofits that have strong presences in Ghana, and we make sure that our site managers have ownership over the programs.

Reproductive Health

Reproductive health is essential to family planning and women's health, but reliable information and services can be difficult to access in Ghana. At our Ashaiman, Cape Coast, and Krobo sites, we've completed

reproductive health programs guided by Marie Stopes International, a global nonprofit providing services to women around the world. Some Mamas have chosen to begin family planning methods, which is available to them free of charge. We also distribute condoms and provide education on proper use at each site.

In 2016, we hope to partner with local doctors and nurses to educate Mamas on cervical cancer awareness and prevention.

Hygiene

Another challenging aspect of women's health is feminine hygiene. Menstrual products are often too expensive for many women in Ghana to afford, so many women use rags or other materials. We invited Days for Girls, a nonprofit that provides reusable cloth pad kits to women worldwide who struggle to access these products. In Krobo, 60 Mamas and their friends and family members received kits. In 2016, we plan to bring Days for Girls to our other sites as well.

We also celebrated Global Handwashing Day on October 15, 2015 with handwashing activities and discussions.

Healthy Pregnancy

Family is important in Ghana, so pregnancy is an exciting and celebratory time for many Mamas. Because it is sometimes difficult to access prenatal care, it can also be a confusing time. We hold regular discussions on pregnancy to help Mamas know what to expect throughout their pregnancies and how to keep themselves and their developing baby healthy. This popular program will continue into 2016.

Exercise

Exercise in Ghana usually comes in the form of walking and hard work. However, stretching is something that benefits everyone, especially Mamas who are involved in the physically demanding tasks of sewing, batiking, beadmaking, and assembling beaded products. Eryn created an engaging stretching video for the Mamas in Krobo, and we plan to bring it to Cape Coast and Ashaiman as well.



The Krobo Mamas with their bags from Days for Girls.

"From the programs I have changed some of my behavior and have taught my friends too. I am telling my friends about HIV."

- Comfort Ohui Kurda

Growing Our Organization Together

Volunteers Provide Critical Skills and Expertise to Support Growth



Christina Pufaba, Cape Coast batik, works on new batik samples with volunteer Abby Delzer.

The production of fair trade apparel, accessories, and home goods has always been how we accomplish our ultimate mission of achieving sustainable livelihoods and prosperity with women in Ghana. When we face both challenges and opportunities in our path to achieving prosperity, our international volunteers infuse energy and new ideas into our work. In 2015, volunteers Nerea San Vicente and Abby Delzer helped us to strategize on achieving one of our major goals for the year: expanding our market in Europe.

“It was a very eye-opening experience. It reinforced a sense of world-community for me and made me feel deeply grateful.”

- Abby Delzer

An expert in steel import/export with a keen interest in fashion, Nerea San Vicente came to us from Bilbao, Spain. Nerea was so excited to work with Global Mamas that she completed her first European fashion trend research assignment before she even left for Ghana! She also provided expertise in a variety of areas, including researching importation regulations for skincare products, proposing effective communication tools within the EU, and exploring European interest in “ethnic” designs. Nerea was also able to put her trend research to use by developing batik designs and suggesting new apparel ideas.

While her impact was notable for spending just two weeks in Ghana, her favorite part was the impact the Mamas had on her. Nerea enjoyed having Sabina Hasford, a Cape Coast seamstress, make dresses for her. Nerea stated, “Sabina’s life—and she herself—impacted me quite a lot: she is a stylish and clever working mama.”

In 2015, Global Mamas was accepted into a program sponsored by the Dutch Ministry of Foreign Affairs, Centre for the Promotion of Imports from Developing Countries (much better known as CBI). CBI was specifically targeting artisanal brands from developing countries with potential to develop a home décor line which would appeal to the European market. During our first CBI training, we learned that we need to develop neutral color palettes and more graphic designs to appeal to this market.

Abby Delzer, a fashion designer from New York with expertise in trends and product development, was a prime match for this challenge. While Abby’s stay was also a short two weeks, she produced a focused and clear trend report, and then worked with Cape Coast batik Christina Pufuaba to develop batik stamps that could be used in the new line.

Eager to do more, Abby continued beyond the scope of her project by researching trends in babies’ and children’s products, evaluating the fit of our girls’ dresses, creating an instructional drawing for our



“Everyone should try something like this at least once in a lifetime: knowing the people in Ghana, living under new conditions, and getting to know the cultural richness of Ghana.”

- Nerea San Vicente



baby sling, and assisting with new product costing. She made sure to take time to explore Ghana as well: taking walks through the communities, visiting the Boabeng Fiema monkey sanctuary, and savoring all of Ghana’s traditional foods. When asked what the most satisfying part of her experience was, Abby stated, “Knowing that my skills and experience were actually useful! I was able to make a real difference and support a good cause.”

Thanks to Nerea and Abby, and the many other volunteers and interns who worked with us in 2015, we’ve launched our products to retail customers in Europe and plan a full roll-out in 2016.



Pictured from top to bottom: Nerea San Vicente tours Elmina. Sabina Hasford (on left) was an inspiration to Nerea. Abby Delzer visits the Boabeng Fiema monkey sanctuary.

Improving Quality Together

New Initiative Makes Meaningful Improvements in Quality



Quality Champion Hubert Mensah, discusses color variation with batik maker Mavis Thompson and her staff.

First Class, First Time

As a social enterprise, our ability to create prosperity for women in Ghana depends on our ability to provide customers with high-quality, fair trade products. In 2015, we partnered with a group of Mamas in Cape Coast to explore the financial challenges we face when seamstresses and batik makers bring in products that aren't quite the level of quality we need for export. Mamas receive a slightly lower payment for these "less-than-perfect" products, which are then sold at a discount in our store in Accra. However, even though we sell these products in our store, we must still ask Mamas to remake the products needed for export. We told Mamas how much we invest in paying for lower classes of products and how the growing surplus of these products was having serious financial implications for the organization. In the spirit of transparency and problem-solving, we asked for their feedback on the best way for us to continue to succeed.

The Mamas provided a variety of recommendations to help create what they call "first class" products more consistently, from cutting around errors in a batik pattern to keeping bright and dark batiks separate when drying. The Mamas then set goals for delivering export-quality items. Global Mamas staff members were truly inspired when seamstresses set a goal to

produce 100% of their items in the top class of quality, planning to control quality with more careful sewing. For batik makers, since there are some quality challenges that are out of their control, the goal was set at 90%. Mamas dubbed the program First Class, First Time to reflect their goal.

We launched the program in November in Cape Coast, sharing quality improvement recommendations with all Mamas. We also incentivized them: they receive a 10% bonus for each month they reach the goal. In December, 12 seamstresses and five batik makers were thrilled to receive a bonus.

The program's manager in Cape Coast, Patience Treve, says, "If everyone can produce First Class, First Time, it's more profitable for the women. We can also use the money we used to spend paying Mamas for lower-quality products and reinvest it in the organization, which is good for everyone!"

Quality Control Champions

At our Cape Coast and Ashaiman offices, we have quality control (QC) teams who are responsible for ensuring product quality prior to exporting. They have deep knowledge and passion for our products, as well as an eagle eye for details. To support the Mamas in their First Class, First Time goals, we saw an opportunity to elevate their responsibilities to help the Mamas succeed.

Each QC Champion is now responsible for forming a relationship with specific Mamas. This way, when a Mama delivers her products to the QC staff, she knows she's always working with the same person. The QC Champion will know her strengths and challenges, share the results of her monthly quality report, and offer specific advice on how to improve. In Cape Coast, Mamas own their own businesses instead of working in our workshop, as they do in Ashaiman, so QC Champions will visit them at their workshops, which busy

"First Class, First Time promotes the business and our development."

- Samuel Ocran
Cape Coast QC Champion

seamstresses and batik makers appreciate. The QC Champions also work with our design team to recommend trainings that could help Mamas master difficult techniques.

By empowering QC teams to take ownership over quality, we inject new energy into their work, which is so vital to our mission. They serve as a key support to seamstresses and batik makers in achieving First Class, First Time by celebrating their successes and helping them overcome quality obstacles.

"I like First Class, First Time. It gives me a goal... to get the bonus and to do better work."

- Martha Rhule
Cape Coast Batik maker



QC Champion Esther Aggrey-Fynn with her seamstress Grace Adoboe and batik maker Martha Rhule with her QC Champion Gertrude Kelly Daru.

CELEBRATING OUR IMPACT

2015 ACCOMPLISHMENTS

DRIVEN BY ECONOMIC EMPOWERMENT AND SELF-SUSTAINING RESULTS

Global Mamas sold goods in **24 countries** generating **\$861,938 in revenue**.
\$263,015 in wages were paid, providing income to **404 MAMAS** (and a few Papas).
 This was **31%** of Global Mamas' revenue.

29 MAMAS

participated in the SMART goals program, and **14 Mamas** achieved their SMART goal in 2015



TRAINING & MENTORING BUILD SKILLS & CONFIDENCE



Personal Finance



Technical Sewing Skills



Technical Batiking Skills



Computer Skills



Innovation



Business Management



Fair Trade Principles



Improved Quality

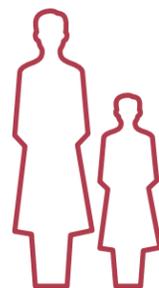


People Management



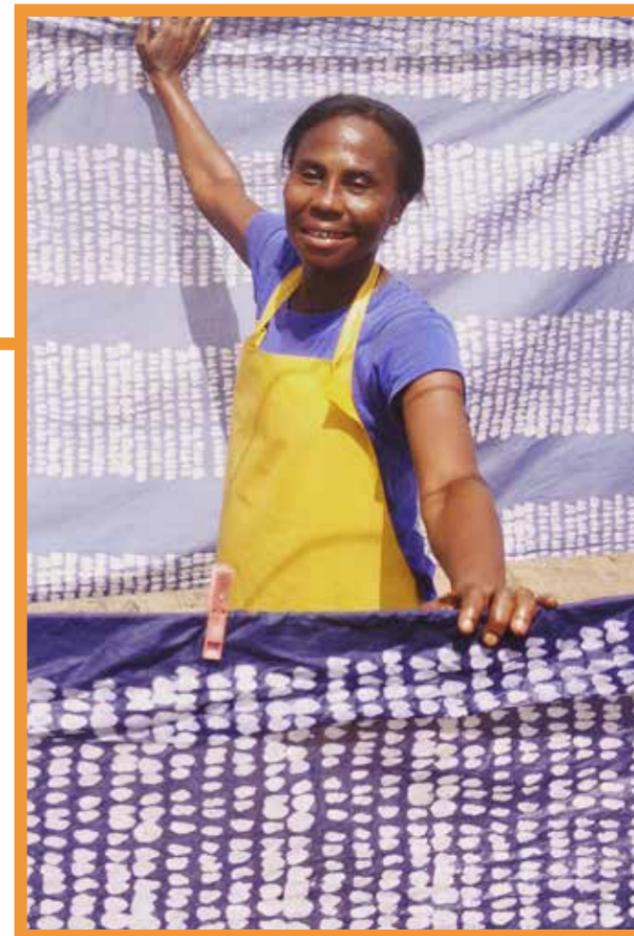
Health Education

The Mamas supported **288 PEOPLE** outside of their immediate families and sent **412 KIDS** to school



Celebrating Success Together

Faustina Tetteh is Recognized as Mama of the Year for Her Hardwork and Positivity



Faustina Tetteh proudly displays her batiks.

Each year, we at Global Mamas celebrate a Mama of the Year whom we believe best reflects the hardworking, positive spirit of our community. In 2015, the award goes to Faustina Tetteh, a batik maker at our Ashaiman location. Fausty, as she is fondly known by her colleagues, has been honing her craft since joining Global Mamas, and it's hard to believe that she considered herself an average batik maker before then. Faustina learns swiftly and today is one of our top batik makers. Her clean, precise and quick batik work is a credit to her determined character.

Faustina says she enjoys working as a batik maker because it has given her the opportunity to learn new skills and master a new profession. She shares that the organization is important to her: "Global Mamas opened up jobs in Prampram and later Ashaiman for women who might not have otherwise found work. Now we have a paycheck each month to provide for ourselves and our families." She also says having a network of women in the workplace is very beneficial as they can share things that make them stronger together.

Our Ashaiman office model relies on teamwork and differences of opinion do arise. Fausty often finds herself serving as the coordinator of harmony, a skill she's long been developing. As the oldest of her siblings, she's always been a role model. As she puts it, "Being the first-born in my family established my responsibility, as I was looked up to by my younger siblings." Even while bringing up two boys, now adults, Faustina's drive and commitment to work was evident to all. Her sons, both successful and hardworking, are a credit to Fausty's nurturing. She says it is her joy to spend time with them in her personal life.

Another of Fausty's attributes is sharing her knowledge and wisdom with the other women in the Ashaiman office, often providing advice to her co-workers. Dorcas Biden, Ashaiman's inventory manager, says "I often go to Faustina for advice, particularly for batik problems, as I know she will have the knowledge to solve it. I deeply respect her professional opinion." This sentiment is common throughout the office, with many of the Mamas seeking Fausty's opinion.

Of the Mama of the Year honor, Faustina says, "I was so happy and excited to find out that I was chosen, as I really didn't expect it." It is no wonder though, as Millicent from the Quality Control says it best: "Faustina is so open to everybody. Her good attitude, commitment to work, and patience are all attributes that make her perfect for Mama of the Year."

THANK YOU!

Thanks to the efforts of these wonderful partners, the Mamas' products reached the hands of individuals around the world.

RETAIL AND DISTRIBUTION PARTNERS

A Ripple Effect	Fair Trade Winds	No Thyme Productions
Accessories for Hope	Flavours of Life	Nomad
Aizada Imports	Gifts With Humanity	Northshire Bookstore
All's Fair	Giraffe	One World Fair Trade
Alternatives Global	Global Crafts Showcase	One World Goods
Marketplace	Global Gifts Bloomington	PAMBE Ghana's Global
Amazwi Contemporary Art	Global Gifts Columbus	Market
Amistad	Global Gifts Indianapolis -	Peace Nook
Aromatics International	Mass Ave.	Positive Vibrations
Artisans' Hope	Global Gifts Indianapolis -	Pure Art Inc.
aSHEville Museum	Nora Plaza	Rabbit Rabbit Fair Trade
Bali & Soul	Global Girlfriend	Refinery
Blanton Museum of Art	Global Good Fair Trade	Regla De Oro Gallery
Branch Out	Global Heart	Revive
Bridge of Faith African Crafts	Global Infusion	RPCV South Florida
Buffalo Mountain Food Coop	Global Mamas Fair Trade	RuvaAfricWear
& Cafe	Store Accra	San Jose International Gift
Calabar Imports	GrassRoots Fair Trade	Faire
Canada-Ghana Education	Handmade and More	Sankofa
Project	He, She and Me	Scatter Seeds
Change Boutique	Heifer International	Schuler Books & Music
Charity USA	Hill Country Haiku	SERRV
Cincinnati Zoo & Botanical	Hope Village Fair Trade Shop	Seward Co-op
Garden	HumanKind	Sleeperwoods
Come Together Trading	Jeannette Rankin Peace	Smithsonian Museum
Company	Center	Spinster sisters soap
Common Crow Natural	Jesse Brooks Foundation	St. Catherine of Siena
Health	Just Africa	Sunnyside Shop
Connected	Just Creations	Tango Zulu
Corey & Co.	Just Goods	Ten Thousand Villages Stores
Creative Women of the World	KAIKU Ethical Oy	-Alexandria
Destiny Boutique	Kaleidoscope	-Asheville
Dinosaur Hill	KIDENDA	-Atlanta
Divas Fair Trade	Kindred Handcrafts	-Austin
Doodads	Latitudes Fair Trade	-Baltimore
Dragonfly Collections	Lucia's Imports	-Cincinnati
Earth Lover Shopping	Marafiki Fair Trade	-Cincinnati Harper Point
Earthly Blessings	Milagro	-Cleveland Heights
Eco Fair Trading Limited	More Love Mama	-Denver
Estrog	My Fair Trade Lady	-Ephrata
EZA Fairer Handel GmbH	My Neighbor and Me	-Kansas City
Fair Trade Decor	Native Touch	-Lawrence
Fair Trade Shop Laholm	Newark Museum	-Richmond
Fair Trade Treasures	Nkuto Organics	-Seattle

Ten Thousand Villages Stores,
continued:
-St. Paul
-Williamsville
-Winter Park

Tenfold Fair Trade Collection
Tesoros Trading Company
The Artisan Gallery
The Black Rose
The Bridge
The Green Store
The House of Fair Trade
The Mod Cabin
Trade Roots
Traditions Fair Trade Cafe
True Vinyard Ministries
Two Sisters Natural Soap, Inc.
Fair Trade Corner
Villages of Africa
Waterfront Trading Co.
Weltladen Backnang
Weltladen Würzburg
Whitney Plantation
Wild Child Madison
World Cup Market
World Wide Gifts
Worldly Goods
Yaggz Shea Butter
Zee Bee Market
Zumi Collection

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Nerea San Vincente
Pete Freeman
Sandra Forest



A special thank you to the many people who contributed time, money, and passion to improving and expanding the Global Mamas community in 2015.

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Portage, MI



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.

Our Values

- We believe in the strength of community.
- We have a long-term commitment to each other and to the organization.
- We are innovators dedicated to quality, creativity, and continuous improvement.
- We are committed to achieving economic self-sufficiency, as individuals and as an organization.
- We are part of a global community that creates positive change through the work we do.

How You Can Get Involved

☀️ **Donate** - Fund 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.shopglobalmamas.com

☀️ **Volunteer in Ghana** - Volunteers work directly with the women of the Global Mamas community to expand their businesses. 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

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