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

“We are especially excited about what the Mamas are choosing to invest in: “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
Achieving Goals Together
Peer Support Groups give the Mamas Confidence and Focus

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

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 also that the goals are Specific, Measurable, Attainable, Relevant and Time-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.
Nurturing Health Together

Health Education Provides Tools to Keep Healthy

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. Often times 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 knowledge, 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.

“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

The Krobo Mamas with their bags from Days for Girls.
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 batiker 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 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.

“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 Vincente

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 Vincente and Abby Delzer helped us to strategize on achieving one of our major goals for the year: expanding our market in Europe.

An expert in steel import/export with a keen interest in fashion, Nerea San Vincente 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.

“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 Vincente

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

“First Class, First Time promotes the business and our development.”
- Samuel Ocran
Cape Coast QC Champion

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 seamstresses and batikers 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 batikers in achieving First Class, First Time by celebrating their successes and helping them overcome quality obstacles.
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.

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

Faustina Tetteh proudly displays her batiks.

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

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 batiker 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 batiker before then. Faustina learns swiftly and today is one of our top batikers. Her clean, precise and quick batik work is a credit to her determined character.

Faustina says she enjoys working as a batiker 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.

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

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

DONORS
Andrea Lipo
The Callan Family & Friends in Honor of Melanie Callan Popowich
Cornerstone Advisors, Inc.
Friends of Megan Thompson & Jonathan Perez in Honor of their Wedding
Genevieve Lowe
Gloria Kramer
Gretchen Sunko
Jean Gregg
John McCarthy
Marc Uble
Mauricio Ricipitiello
Nancy Tolall
Returned Peace Corps Volunteers of South Florida
Robin Ross
Silicon Valley Community Foundation
Tami and Richard Adam

MAJOR CONTRIBUTORS
Angela Sheets
Bethany Shankelford
Bonnie Friedman
Brian Smucker
Candi Horton
Carol Hollis
Carolyn Sechler
Danny Hall
Mary Young
Eric Kramer
First Church of Christ Scientist
in Palo Alto
Harriet Marble Pietn
Jeb & Emi Elliott

SUPPORTERS
Angela Sheets
Bethany Shankelford
Bonnie Friedman
Brian Smucker
Candi Horton
Carol Hollis
Carolyn Sechler
Danny Hall
Mary Young
Eric Kramer
First Church of Christ Scientist
in Palo Alto
Harriet Marble Pietn
Jeb & Emi Elliott

VOLUNTEERS
Gabrielle Delzer
Halley Hinshaw
Hannah Fedarko
Jane Graham
Jan Forest
Maddison Oeff
Margaret Schneider
Nerea San Vincente
Pete Freeman
Sandra Forest

PROSPERITY PARTY HOSTS
Amelia Brandt
Anz & Abbey Johansen
Citizens into Action
Holly Wick
Laura Buhs
Sarah Goldman
Barb Orstad & the Grace Lutheran Church of Mora, MN
Helen Magrath & the Global Gifts Fair of Vallejo, CA
Kate Nelson & the First Presbyterian Church of Stillwater, MN
Mary Kay Boyle & the First Presbyterian Church of Charleston, WV
Marisa Lobretto & the Saint Catherine of Siena Catholic Church of Portage, MI

DONORS
Andrea Lipo
The Callan Family & Friends in Honor of Melanie Callan Popowich
Cornerstone Advisors, Inc.
Friends of Megan Thompson & Jonathan Perez in Honor of their Wedding
Genevieve Lowe
Gloria Kramer
Gretchen Sunko
Jean Gregg
John McCarthy
Marc Uble
Mauricio Ricipitiello
Nancy Tolall
Returned Peace Corps Volunteers of South Florida
Robin Ross
Silicon Valley Community Foundation
Tami and Richard Adam

MAJOR CONTRIBUTORS
Angela Sheets
Bethany Shankelford
Bonnie Friedman
Brian Smucker
Candi Horton
Carol Hollis
Carolyn Sechler
Danny Hall
Mary Young
Eric Kramer
First Church of Christ Scientist
in Palo Alto
Harriet Marble Pietn
Jeb & Emi Elliott

SUPPORTERS
Angela Sheets
Bethany Shankelford
Bonnie Friedman
Brian Smucker
Candi Horton
Carol Hollis
Carolyn Sechler
Danny Hall
Mary Young
Eric Kramer
First Church of Christ Scientist
in Palo Alto
Harriet Marble Pietn
Jeb & Emi Elliott

VOLUNTEERS
Gabrielle Delzer
Halley Hinshaw
Hannah Fedarko
Jane Graham
Jan Forest
Maddison Oeff
Margaret Schneider
Nerea San Vincente
Pete Freeman
Sandra Forest

PROSPERITY PARTY HOSTS
Amelia Brandt
Anz & Abbey Johansen
Citizens into Action
Holly Wick
Laura Buhs
Sarah Goldman
Barb Orstad & the Grace Lutheran Church of Mora, MN
Helen Magrath & the Global Gifts Fair of Vallejo, CA
Kate Nelson & the First Presbyterian Church of Stillwater, MN
Mary Kay Boyle & the First Presbyterian Church of Charleston, WV
Marisa Lobretto & the Saint Catherine of Siena Catholic Church of 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](http://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](http://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](http://www.globalmamas.org/Volunteers)

Contact Us: [www.globalmamas.org](http://www.globalmamas.org).

Global Mamas U.S.  
P.O. Box 18323  
Minneapolis, MN 55418  
USA  
+1 (612) 781-0455  
wholesale@globalmamas.org

Global Mamas Ghana  
P.O. Box CC890  
Cape Coast  
Ghana  
+233(0)244-530-467