2017 was a year of dreaming big and looking forward. As we prepare to celebrate 15 years of exceptional impact in 2018, we are motivated to think about new ways we can continue to impact our communities. Our partnership on European expansion has continued to go well and we have our eyes set on other regions where Global Mamas has yet to make a presence. We’ve made some exciting strides in the sourcing arena – don’t miss the article on pg. 9 about our transition to organic fabric. And we are especially excited to report that we were very successful with achieving our strategic goals for the year...well, most of them. Keep reading to see which one gave us the most trouble.

That’s not to say the last year was without challenges. The transition to organic fabric was not easy. We thought it would be a stress-free transition since the fabric was still cotton. Yet, while we haven’t figured out the science of it, the organic fabric really likes to hold onto the wax used in batik production, which challenged us to come up with some new production techniques...not before ruining some of our precious, new fabric. Our fifth strategic goal was for each of our offices to set a location goal that would stretch each team. While some locations had great success with their goals, we did end the year with one lingering challenge. Our Odumase-Krobo office was challenged with acquiring land for our Fair Trade Zone site. We made exciting progress, only to end up finding that the land we were looking at was not legally available. This option looked so promising and we are all disappointed that it fell through.

Though the year had some bumps in the road, we all enjoyed the opportunities we had to look back at what we achieved. Our primary strategic goal was to return our annual sales to $1 Million. We reached achieving our strategic goals for the year...well, most of them. Keep reading to see which one gave us the most trouble.

Our Leadership Team was comprised of members of locations from across Ghana and North America. We are incredibly grateful once again to have the wisdom and leadership of Robin Ross guiding our process. We feel proud of the work that we do.

At Global Mamas I’m doing things which I never thought I could do...People have a hidden treasure and through support it will come out.

~Gladys Adimer
Odumase-Krobo Location Manager - Member of the Leadership Team
Global Mamas since 2006

As part of the strategic planning process we reflected on our unique talents: that we will leverage to reach our goals. This was not an easy exercise! Our facilitator challenged us to narrow down to our number one unique talent, but we just couldn’t do it. Instead we are proud to share our four unique talents: we are committed to long-term relationships; every decision we make considers what is best for the Mamas; we are transparent in our business practices; and we have a fully-integrated supply chain.

The Leadership Team also took on the daunting task of narrowing down a 10–page strategic plan to focus on the most important results we intend to achieve over the next three years. We agreed on the following goals:

I. CREATE & MEASURE OUR EXCEPTIONAL IMPACT - Every Mama is on a clear path to achieving measureable prosperity.

II. BUILD A THRIVING COMMUNITY - Our thriving community attracts and retains employees with passion for the mission and the talent to thrive in their roles. The vision and dedication of our leaders ensures our long-term sustainability. Our culture continues to evolve to be proactive, strategic, and calm.

III. ACHIEVE FINANCIAL WELL-BEING - Global Mamas is on a clear path to achieving financial stability.

IV. ACHIEVE OPERATIONAL EFFICIENCY & INNOVATION - Production systems ensure we are producing the highest quality products while meeting customer demand through steady and streamlined production.

It is very important to the members of the Leadership Team that everyone at Global Mamas feels connected to our strategic goals in a meaningful way. So each year we create the Global Mamas Dashboard that keeps our most important strategic goals top of mind by tying the achievement of these goals to a significant cash bonus. With monthly reporting and discussions, the Leadership Team ensures that every person working at Global Mamas sees how she/he can influence the outcome. Our 2018 Dashboard goals focus on sales growth, debt reduction, First Class First Time quality in production, and leveling out our production cycles to ensure that products arrive on time to our stores in Ghana and our distribution hubs in North America, Europe, and Australia. In addition, each location highlights innovators and problem solvers each month to strengthen our culture of continuous improvement. We look forward to celebrating our progress with you in 2018.

Thanks for your continued support,

The Global Mamas Leadership Team

Gloria Amanful and Sarah Adjei celebrate becoming landowners on their shared border.

Working with GM you become perfect in what you are doing because of First Class First Time.

~Florence Wonworony, Seamstress
Global Mamas since 2004

Patience Treve and Robin Ross organizing ideas from the Leadership Team.
At left: Each year Global Mamas recognizes one outstanding craftswoman as the Global Mama of the Year. The annual celebration is a highlight of the year as it brings together representatives from our centers in Accra, Ashaiman, Cape Coast, and Odamase-Krobo. This year we also welcomed staff and volunteers from North America and Europe. It is wonderful to get together in person to celebrate each other and our achievements from the past year.

At right: The 2017 Global Mama of the Year was Vida Donkoh, a seamstress in Cape Coast specializing in the production of women’s blouses. Vida was recognized for her dedication and hard work, delivering her orders on time with first class quality, and most importantly for employing and mentoring three young women – mentoring is deeply valued organization wide.

At left: In 2017 we honored all past Global Mama of the Year winners to recognize their hard work in developing Global Mamas. We surprised the past winners with a cash reward in memory of our beloved co-worker, Melanie Popowich. May she rest in peace.

Below: Bead Assembler Eunice Mensah (left) was honored by her manager Gladys Adimer (right) with the award for Respect, which is given to the Mama who welcomes people from different backgrounds and respects the opinions of others. Eunice has been crafting Global Mamas beaded ornaments and jewelry since 2012. She especially loves producing the variety of Global Mamas earrings.

Above: Quality Control Champions Esther Aggrey-Fynn, Elizabeth Aikins, Hubert Mensah, and Alice Moses (from left to right) enjoying the afternoon. The Cape Coast Quality Control Champions are a critical part of the team helping to ensure that the Mamas realize their First Class First Time production goals.

"The people I work with make me feel happy. All the time I find something to laugh about."

-Grace Osabutey, Batiker.
A Global Mama since 2012

Above: Global Mamas staff members are also honored at the celebration. In 2017 Financial Manager Benedicta Arthur (left) was recognized by her co-workers for her transparency. Benedicta is the master at tracking every last Cedi (Ghana’s currency, pronounced see-dee) spent by Global Mamas. The award was presented by her co-worker Amos Kporshiebu, Production Manager of our Ashaiman location.

Below: No celebration in Ghana would be complete without singing and dancing. We were honored to have our co-workers Suzzy Korsah (left) and Priscilla Mensah (right) get us moving with traditional dances from each of our locations. Suzzy has worked with Global Mamas since 2008 and was the 2017 Employee of the Year. In 2017 Suzzy was promoted to Manager of our new fair trade store in Cape Coast.

"We are all doing important work at Global Mamas that will help each other achieve a better future.""

-Christiane Ahouassou
Quality Manager
A Global Mama since 2007
Global Mamas was founded in 2003 with 6 WOMEN...

Now the Global Mamas community is over 353 STRONG.

100% of Global Mamas producers receive on-the-job training

Education = Success

Global Mamas products are sold in 24 COUNTRIES

64% IN NORTH AMERICA
6% IN EUROPE
26% IN AFRICA
4% IN AUSTRALIA

The Mamas expressed pride in their personal achievements, including:
- Investing in their kids’ education
- Producing high quality items
- Supporting their families
- Repaying debt
- Training young women to sew & batik
- Creative problem solving
- Managing their growing income
- Job promotions
- Developing new technical skills
- Taking charge of their health
- Supporting extended family members
- Purchasing equipment
- Buying land and constructing homes
- Expanding their businesses
- Saving for the future

Global Mamas fully invests in benefits including:
- SOCIAL SECURITY
- NATIONAL HEALTH INSURANCE

On average GLOBAL MAMAS PRODUCERS MAKE 3X MINIMUM WAGE

Global Mamas products are sold in 24 COUNTRIES

6% IN EUROPE
4% IN AUSTRALIA
26% IN AFRICA
64% IN NORTH AMERICA

100% of the MAMAS’ CHILDREN ARE ATTENDING SCHOOL (that’s 207 kids!)

The Mamas paid school fees for an additional 134 children who are not their own.

86% of the Mamas are able to save for the future after covering daily living expenses

56% of the Mamas feel comfortable voicing their concerns to GLOBAL MAMAS

89% of the Mamas are able to cover their family’s daily living expenses

13% above employee salary towards retirement and health insurance

6 LOCATIONS

6 WOMEN...

206 PRODUCTS

(60% have recycled content or repurposed scraps.)

21 VOLUNTEERS

in 2017
Opportunities for current and future employees to gain

Opening a Cape Coast store location was great for the company as a whole, but even more importantly it created a space to make a big impact. We allotted room for top-selling items across women’s, men’s, kids’ and babies’ selling categories and products to determine which items were best for sales. With my background in fashion merchandising, I started with a sales data analysis, looking at our best-selling items, to connect with a ready market, holding untapped potential for sales.

Six weeks into my internship with Global Mamas, we moved to resolve this issue for workshop partakers and tourists alike. With a location that is steps away from the tourist area of Cape Coast, we saw an opportunity to connect with a ready market, holding untapped potential for sales. With my background in fashion merchandising, this was a perfect project for me to partner on during my internship.

I started with a sales data analysis, looking at our best-selling categories and products to determine which items to feature. With the help of the Cape Coast staff, we decided on a narrowed selection to showcase in a room once used as storage for future shipments. With creative thinking and adjustments, we found a way for the small space to make a big impact. We allotted room for top-selling items across women’s, men’s, kids’ and babies’, home decor, accessories, and skin care. This way, visitors to the office and Cape Coast would be able to conveniently have time to make it to the Global Mamas store there.

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Opening a Cape Coast store location was great for the company as a whole, but even more importantly it created opportunities for current and future employees to gain experience in the direct-to-customer retail environment, expanding and growing their professional skills. Suzzy Korsah, a hard-working and passionate Global Mama, received a well-deserved promotion to Store Manager at the Cape Coast location stemming from her leadership on the Quality Control Team. I was able to work nearly every day with Suzzy during my time in Ghana. Even after returning home to the United States I will always remember her determination to learn, her infectious smile, and her willingness to help others. It’s this “big heart” way of doing business that resonates with those coming to Ghana for the first time or returning to see more. With continued success in the store since its opening in August, this extension of the Global Mamas business is sure to bring more opportunities to the Mamas and the organization as a whole.

Global Mamas means a lot to me because I have gained the independence to fix things on my own.

~Suzzy Korsah, Cape Coast Store Manager
A Global Mama since 2008

This year we were proud to take our collection to the next level by transitioning to fabric which is organic certified through GOTS and made by a FLO certified producer. The new fabric has a higher thread count, and silkier hand, but more importantly it dovetails perfectly with our desire to be fully invested in fair trade principles across our integrated supply chain. From individual bead to necklace, shea nut to butter, and now from cotton boll (yes, boll!) to finished garment, we not only know “who made your clothes,” but also have third-party verification recognizing that at every level the people we partner with are safe and earning a fair wage.

WHAT TOOK SO LONG?

Knowing the indisputable environmental and social benefits of working with organic cotton, we’ve been searching for the right cotton supplier for years. When we started our search eight years ago, very few companies had the transparency, quality, price point, and organic status we were looking for. Others only wanted to work with much larger organizations. After searching with a focus exclusively on African suppliers but meeting various obstacles, we started looking further afield at European and USA-based mills, but still weren’t finding options that met our specific criteria.

SO WHAT CHANGED IN 2017?

In 2017, the local wax print factory supplying us with cotton yardage in Accra went out of business, a significant work has gone into making this change, we’re proud to be able to show our environmental commitment in this way and believe it brings us into even closer alignment with our values.

Making it happen

The preparation and implementation of this transition hasn’t been without its challenges—more, in fact, than initially foreseen. Though we tested how the cotton would take our dye in small batches, when batiking larger quantities of fabric problems arose, pushing back production. Becoming our own importer meant deciphering the intricacies of duty and taxes, one of the inhibitors that for years had kept us focusing on using in-country suppliers. On the financial front, we also had to make adjustments, going from financing cotton on-demand to purchasing 30,000 meters in bulk with several unexpected additional airlifts to meet demand.

In 2018, all new garments, accessories, and home decor will be produced from organic cotton, with the exception of our products made from repurposed fabric scraps (which will more slowly make the transition as we continue using up non-organic scraps). Though significant work has gone into making this change, we’re proud to be able to show our environmental commitment in this way and believe it brings us into even closer alignment with our values.

For organic fabrics, more companies have invested in converting from conventional to organic practices. This time around we had better luck, finding a family run company called Silk’n Fab, based in India. They fully met our social criteria and have become an important part of our supply chain. We’re delighted to be partnering with a company that values transparency and integrity as much as we do.

Global Mamas means a lot to me because I have gained the independence to fix things on my own.

~Suzzy Korsah, Cape Coast Store Manager
A Global Mama since 2008

This year we were proud to take our collection to the next level by transitioning to fabric which is organic certified through GOTS and made by a FLO certified producer. The new fabric has a higher thread count, and silkier hand, but more importantly it dovetails perfectly with our desire to be fully invested in fair trade principles across our integrated supply chain. From individual bead to necklace, shea nut to butter, and now from cotton boll (yes, boll!) to finished garment, we not only know “who made your clothes,” but also have third-party verification recognizing that at every level the people we partner with are safe and earning a fair wage.
Thank you for supporting Global Mamas.

Retail Partners:

- A Ripple Effect
- Ablebite Adaptive Wear
- African Burial Ground
- Africana
- Aizada Imports
- All In One
- Amistad
- Anahata
- Aromatics International
- Ball & Soul
- Bridge of Faith African Crafts
- Buffalo Mountain Food Coop & Cafe
- Change Boutique
- Chesapeake Chocolates
- Chic Ethnic Fair Trade Shop
- Connected
- Corey & Co.
- Country Woolens
- Creative Women of the World
- Divas Fair Trade
- Estrog
- Every Girl Empowered
- EZA Fairer Handel
- Fair and Square Imports
- Fair Isle Books
- Fair Trade Decor
- Fair Trade Shop Laholm
- Fair Trade Winds
- First Presbyterian Church
- Flavours of Life
- Foxglove
- Fran Kennedy
- From the Gecko Boutique
- Fusion Bath and Body Products
- Gallery 208
- Gifts With Humanity
- Giraffe
- Global Crafts Showcase
- Global Gifts
- Global Heart
- Go In
- Green & Roses
- handtrade
- He, She and Me
- Heifer International
- HumanKind
- IHM Motherhouse Gift Shop
- Just Africa
- Just Creations
- Just Fare Market
- Just Goods
- Karlotta Pink
- KDENDA
- Kindred Handcrafts
- Latitudes Fair Trade
- Laurie Dahl
- Lillies
- LizzzyLoo & Friends
- Lucia's Imports
- Lucy and The Green Wolf
- Maasai Chic
- Magick Moon
- Maple Street Clothing
- Maya Medicus Mundis
- Mehkada
- Milagro
- My Fair Trade Lady
- My Neighbor and Me
- Natural Red
- New Leaf Market Co-op
- New Traditions
- Nikko Organics
- Nomad
- Northshire Bookstore
- Nurturin Weltladen
- Old Yal Bazaar
- On Centre
- On the Road to Hanalei
- One World Fair Trade
- One World Goods
- One World Shop
- Pachamama Laden München
- Pachamama Market
- Pangá
- Picnic & Pine
- Plowshare Gifts
- Positive Vibrations
- Pura Vida Worldly Art
- Rabbit Rabbit Fair Trade
- Ravens Child
- Refinery
- Resurrect
- Rising Village
- Salmagundi
- San Jose International Gift Faire
- Sand Castles
- Sankofa
- Scatter Seeds
- SETEM CM
- Seward Co-op
- Small Axe Production
- Smithsonian Museums
- Spinster Sisters Soap
- Sunnyside Shop
- Swissaid Shop
- Tango Zulu
- Tentens Grüna Skafferi & Garderob
- Ten Thousand Villages
- Asheville
- Austin
- Baltimore
- Buffalo
- Champaign
- Cincinnati Harpers Point
- Eghrata
- Fort Collins
- Glen Ellyn
- Greensboro
- Huron Valley
- Iowa City
- Kansas City
- Pasadenana
- Pittsburgh
- St. Paul
- Winter Park
- Tesoros Trading Company
- The Accessories Shop
- The Artisan Gallery
- The Bridge
- The Eclectic Company
- The Green Phoenix
- The Green Store
- The Most Irresponsible Shop in Hilo
- The Pearl Boutique
- The Purple Shoe Project
- The Willie Wag
- Tibor Szanto
- Trade Roots
- TukTuk
- United Nations Association of Southern Arizona (UNASA)
- Utah Hogle Zoo
- UU Fellowship of Vero Beach
- Wake Up Little Suzie
- Wanderlust
- Waterfront Trading Co
- Weltladen + Fair mit Flair Füssen
- Weltladen
- Augsburg
- Backnang
- Darmstadt
- El Mundo Schormdorf
- Ellwangen
- Freudensstadt
- Herdentz
- Kempten
- Kirchheim
- Memmingen
- Nürtingen
- Pankow
- Ravensburg
- Schwäbisch Hall
- Tiefpunkt Nord-Sad
- Weilheim
- Würzburg
- WeltMarkt Bietigheim
- Whitney Plantation
- Wild Child Madison
- World Cup Market
- World Next Door
- Worldly Goods
- World's Window
- Yagg Shea Butter
- Zee Bee Market LLC

Donors & Investors:

- Andrea Lipo
- Ann Bowe
- Ashleigh Robbers
- Barbara Adam
- Belinda Dunlap
- Beth Davison
- Beth Okaney
- Brenda Richard
- Britt Campbell
- Calvin College
- Candi Horton & Brian Smucker
- Carmen Mezzara
- Carol Hollis
- Erdoğan Mecit
- Eric Kramer
- Erin McIlvain
- Eron Woods
- Fiona Hay
- Fran & John Kennedy
- Geor Lowes & Benjamin
- Scheiffopfer
- Global Compassion, Inc.
- Gloria Kramer
- Gretchen & Mathew Sunko Their
- Hope & Joe Goodwin
- Imanta & Paul Springob
- Jan Forest
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- Jane Grau
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- Marina Zouillas
- Martin Burke
- Mary Groves
- Monica Morrissey
- Nancy Totall
- Nicely Cotta
- Pamela Roehs
- Partner Ghana
- Paul Vetersneck
- Rebecca Ricciello
- Returned Peace Corps Volunteers
- South Florida
- Rich & Tami Adam
- Robin Ross
- Roger & Anne Johnson
- Semester at Sea
- Star Future Leaders
- Tiffany Cohen Steinke
- University of Wisconsin

ProSPERity Party Hosts:

- Barb Orstal & the Grace Lutheran Church of Mora, MN
- Helen Mezzera & the Global Holiday Faire of Vallejo, CA
- Holly Wick
- Kate Nelson & the First Presbyterian Church of Stillwater, MN
- Marisa Lobrette & the Saint Catherine of Siena Catholic Church of Portage, MI
- Mary Kay Boyce & the First Presbyterian Church of Charleston, WV
- Monica Morrissey
- Rachel Griffin
- Rich & Tami Adam
- Laura Buhls & the Atontement Lutheran Church of Lakewood, CO

Volunteers:

- Alice Lunardon
- Alison Robinson
- Amy Cain
- Anna Rose Ott
- Becky Burns
- Cecilia Magistrale
- Christine Jhelle
- D'Anne Davidson
- Dyese Matthews

Emmanuele Carafa
- Emily Henke
- Ellen Bogin
- George & Connie Adam
- Jan Forest
- Jane Graham
- Krista Zolton
- Mary Pat Byrn
- Matthew Keene
- Nancy Totall
- Robin Ross
- Saaruni Gisladottir
- Sophia Khan
- Teri Foster
- Tricia Hanson
- Veronica Hayes
- Yujie Diao
- Zachary Smith

Indiana University Team:

- Elena E. Minuari
- Emmanuel Mawutor
- Felicia Tan
- Jared Burk
- Kennedy Brown
- Moira Corcoran
- Patrick O'Malley
- Precious Price
- Ryan Coleman
- Samuel Scoll
- Summer Johnson

A very special thanks to The Callan Family & Friends in honor of Melanie Callan Popowich
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.

HANDMADE IN GHANA
FAIRTRADE FITS YOU

HOW YOU CAN GET INVOLVED

Donate – Be a part of funding 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 with the women of the Global Mamas community to support them in realizing their dreams. 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

Host a Prosperity Party – You can host a Global Mamas pop-up shop in a place of your choice. Earn 10% of sales for your favorite cause or as a Global Mamas gift card. www.globalmamas.org/info/prosperityparty

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