Harvesting Water Hyacinth along the Volta River
Thank you for another year of partnership. We are so grateful to continue connecting Ghanaian craftswomen to the tools and resources they need to realize their personal and professional dreams. While economic empowerment is a top priority, it is a mission we reinforce with programs that enhance skills, strengthen families, and improve health. We remain deeply proud of the exceptional impact we’ve created together, by building enduring relationships founded on transparency, trust, and respect.

2019 was another great year, filled with joy and growth! There is much to celebrate and we are proud to share some of our collective achievements with you. We realized another year of sales and wages increase (read more about goals achieved on pages 10–11). We also launched a new product line focused on the health of Ghana’s natural resources, as well as creating more job opportunities in Ghana (see story on pages 6–7). Our current and future leaders were provided with leadership training to continue their journey of personal growth and achievement (learn about the program on pages 4–5). Additionally, we held our first ever Together Tour, hosting visitors from several of our North American retail partners in Ghana (check out the photo spread on pages 12–13). We can’t help but look back on the year and smile.

Of course, one of our top priorities since day one has been providing sustainable livelihoods through the sale of handmade products. That means paying promptly and fairly. This year $407,568 was paid in prompt wages to the Mamas – the most we have paid in annual wages to date! We are proud that Mama wages account for 36% of our total revenue of $1,190,223 – a 6.8% increase in sales. Over the last 16 years, with your support and partnership, we have realized $12,431,508 in sales and paid out $4,162,538 in wages.

Thank you for another year of partnership. We are so grateful to continue connecting Ghanaian craftswomen to the tools and resources they need to realize their personal and professional dreams. While economic empowerment is a top priority, it is a mission we reinforce with programs that enhance skills, strengthen families, and improve health. We remain deeply proud of the exceptional impact we’ve created together, by building enduring relationships founded on transparency, trust, and respect.

Thank you once again for your continued partnership!

Sincerely,

The Global Mamas Leadership Team

Renae Adam – Executive Director
Gladys Adimer – General Manager of Krobo
Benedicta Arthur – Production Manager of Cape Coast
Dorcas Baiden – General Manager of the Accra Store
Patience Essibu – HR Director
and General Manager of Cape Coast
Alice Grau – Creative Director
Kristin Johnson – Financial Manager
Amos Kporshiebu – Production Manager of Akuase
Nick Ruffalo – Designer, Photographer, and Production Adviser

WHAT THE MAMAS ARE PROUD OF:

• Investing in their Kids’ Education
• The High Quality Products Produced for Global Mamas
• Supporting their Families
• Repaying Debt
• Training New Young Women to Sew & Batik
• Finding Creative Solutions to Challenges
• Managing Their Growing Income
• Being Promoted to a Higher Level Position
• Developing New Technical Skills
• Taking Charge of Their Health
• Supporting Extended Family Members
• Purchasing Equipment for their Businesses
• Buying Land and Constructing Homes
• Expanding Their Businesses
• Saving for the Future

We are honored to have Comfort as a valued member of our community and are inspired by her accomplishments. Please join us in sending best wishes and CONGRATULATIONS to our Global Mama of the year! Comfort has received a cash prize in honor of Melanie Popowich Callan.

Congratulations to all of the Mamas who were recognized at this year’s awards.

From left to right: Martina Obeng for the “Honesty” Award, Mary Sou for the “Growth” Award, Abigail Atta for “Employee of the Year” Award, Rebecca Ackumey “Global Mama of the Year 2018” Award, Comfort Amanor, Florence Worwornyo for the “Respect” Award, & Florence Thompson for the “Good Neighbor” Award.
Over the years, Global Mamas has made capacity building a central part of our mission. Training programs in business development, health management, and goal setting have empowered the Mamas and helped them to grow both personally and professionally. In 2019, we were proud to add a new program focused on developing our current and future leaders. With the financial support of the Embassy of France in Ghana, Global Mamas leaders received leadership trainings in collaboration with Busara Africa. Busara Africa is a regional consultancy firm based in Ghana that provides responsive leadership development services.

Many of the leaders participating in these workshops have worked their way into a leadership role by developing skills and experience over time. Gladys, General Manager of our Krobo location, started with Global Mamas as a jewelry assembler. She now manages the full jewelry assembly team, scores of beadmakers, and is responsible for ensuring multiple domestic and international orders are shipped out each month. Christiane, Cape Coast Quality Control Manager, began as a quality checker passionate about the work we do, providing opportunities for women in Ghana. Each one has demonstrated a willingness to learn and over the years has shown tremendous growth through feedback from colleagues and hands-on experience. By offering continuing education, our intention is to provide these leaders with additional tools and techniques to better understand themselves, their colleagues, and how to respectfully and effectively manage the employees and artisans they work with on a daily basis.

Developing Leaders

"I want to inspire future leaders in Global Mamas. I will lead by example, teach them what I know, and have confidence in them. Anyone can become a leader."

Gladys Adimer
Krobo General Manager

PICTURE DESCRIPTIONS:
Opposite bottom - the Global Mamas Leaders brainstorm ideas with the Busara Africa Team. Top Left - reviewing the traits of good leaders. Top Right - Christiane Ahoussou and Benedicta Arthur work together to set goals. Bottom - Global Mamas Managers and up and coming leaders pose for a team picture after a successful day of professional growth.
Akuse, a town near the Volta River in Ghana’s Eastern Region, is home to Global Mamas’ newest eco initiative. In collaboration with local communities, our team is using invasive water hyacinth as the raw material for an all-new collection of natural fiber products. Known locally as the “poison flower,” the hyacinth earned its nickname from area fishermen who over time have identified that wherever the plant grows, fish and other aquatic life fail. This effect is caused in part by the weeds’ aggressive growth, forming thick mats across the surface of the water and blocking sunlight. Water hyacinth also has thick stems which efficiently suck oxygen and other necessary nutrients out of the water, harming native species.

Presented with this ecological challenge, Global Mamas and community members saw an opportunity to restore biodiversity, but also create economic opportunity for individuals living in affected communities. In collaboration with USAID and the West Africa Biodiversity and Climate Change (WA BiCC), we embarked on an exciting new endeavor: Fibers of change. The project combines many aspects of our mission: creating sustainable livelihoods, developing unique and useful products for our customers around the world, and protecting the biodiversity and rich natural resources in Ghana. Through this initiative, we’ve been able to create jobs not only for weavers and paper makers transforming the fibers into home goods, but also for those actually harvesting the weed from the river.

Global Mamas is now working with cooperatives in five different communities that are harvesting and processing the raw water hyacinth into fibers for our production team. Each week, co-op members deliver their hyacinth to our Akuse office. They are paid upon delivery for both the wet stalks required for paper and the dry stalks required for weaving. In addition to the agreed upon price, Global Mamas pays a 5% premium into an overarching community fund, which is managed by a Community Resource Management Area (CREMA).

The CREMA approach was initially developed by the Wildlife Division of the Ghanaian Forestry Commission, to address wildlife management outside protected areas and forest reserves. Due to the models great success with community based resource management, the program is now being used to manage a variety of natural resources. With our partners at Nature Conservation Research Center (NCRC), we’ve been participating in meetings, trainings, and workshops aimed at educating community members on the rights they have to advocate for their own natural resources.

The real power of the Fibers of Change project is not just its ability to create jobs, but to open up a community wide discussion about environmentalism, natural resource protection, and a community based approach to resource management. The 5% premium Global Mamas pays to the CREMA is used at their discretion for projects that will benefit the entire community, such as sanitation projects like toilet construction. This puts the community in a better position to have a say over their local, natural resources.
Global Mamas has offered volunteer and internship experiences for over 17 years. We are proud of the mutually beneficial relationships we have fostered. While independent volunteers and interns have been, and remain a crucial part of our organization, we are excited that group programs have become a more prominent feature on our annual schedule.

Semester at Sea
Over the last 5 years, we have developed a wonderful relationship with Semester at Sea (SAS). Each year, as the SAS boat is docked in Ghana’s port, students have the opportunity to enjoy an immersive experience with Global Mamas staff and artisans. Their visits have included hands-on projects, an overview of fair trade business practices, and exploratory workshops like batiking and Ghanaian cuisine. We are also grateful to have been recognized by SAS as a Chapman Impact Fund Awardee.

Indiana University - Alternative Breaks
Indiana University has sent exceptional interns to our summer program for many years, but our partnership with the Alternative Breaks Program (ABP) began in 2011. Since then, the ABP teams have contributed to large, annual projects where “many hands make light work.” The ABP teams have assisted in annual impact interviews and fair trade assessments, which require every Mama in the Global Mamas community to be interviewed. In addition, team members help on projects ranging from batik design to financial training.

Thank you to all of our 2019 volunteers who shared their time and skills with us.

Volunteer Highlights

The Cape Coast staff, volunteers, and interns pose together at a farewell party during summer 2019.

Thank you to our 2019 volunteers:

Volunteer Highlights

The Cape Coast staff, volunteers, and interns pose together at a farewell party during summer 2019.

Volunteer Highlights

The Cape Coast staff, volunteers, and interns pose together at a farewell party during summer 2019.

Volunteer Highlights

The Cape Coast staff, volunteers, and interns pose together at a farewell party during summer 2019.

Volunteer Highlights

The Cape Coast staff, volunteers, and interns pose together at a farewell party during summer 2019.

Volunteer Highlights

The Cape Coast staff, volunteers, and interns pose together at a farewell party during summer 2019.

Volunteer Highlights

The Cape Coast staff, volunteers, and interns pose together at a farewell party during summer 2019.

Mama Quotes of 2019

“My favorite part of working for Global Mamas is that I am able to help other women achieve their dreams, learn new skills, and grow their businesses; that makes me so happy.”

Barbara Tetteh-Appain
Technical Designer & Trainer

“When you’re doing hard work, you impact your life.”

Hannah Mansa Darbah
Cape Coast Seamstress

“Now I have peace in my home, peace of mind. My kids are happy, my husband is happy, I am happy.”

Theresa Hammond
Global Mamas Store Employee

“I can do anything.”

Lawrenica Kumah
Odumase Krobo Bead Assembler

“My favorite part of working for Global Mamas is that I am able to help other women achieve their dreams, learn new skills, and grow their businesses; that makes me so happy.”

Barbara Tetteh-Appain
Technical Designer & Trainer

“When you’re doing hard work, you impact your life.”

Hannah Mansa Darbah
Cape Coast Seamstress

“Now I have peace in my home, peace of mind. My kids are happy, my husband is happy, I am happy.”

Theresa Hammond
Global Mamas Store Employee

“I can do anything.”

Lawrenica Kumah
Odumase Krobo Bead Assembler

“My favorite part of working for Global Mamas is that I am able to help other women achieve their dreams, learn new skills, and grow their businesses; that makes me so happy.”

Barbara Tetteh-Appain
Technical Designer & Trainer

“When you’re doing hard work, you impact your life.”

Hannah Mansa Darbah
Cape Coast Seamstress

“Now I have peace in my home, peace of mind. My kids are happy, my husband is happy, I am happy.”

Theresa Hammond
Global Mamas Store Employee

“I can do anything.”

Lawrenica Kumah
Odumase Krobo Bead Assembler
Global Mamas

Began in Ghana in 2003

Now
The Global Mamas community is over strong

330

The Mamas financially support 561 people.

74% of the Mamas accomplished their SMART Goals

100% of the Mamas school-aged children are in school

96% of the Mamas feel very comfortable voicing their concerns

100% of Global Mamas employees are provided with health insurance

41% of the Mamas were able to save for the future after covering daily expenses

People Focused * Impact Driven

100% of Global Mamas producers receive ON-THE-JOB TRAINING

- personal finance
- basic skills
- business skills
- fair trade
- leadership training
- computer skills
- technical skills
- health education

26 workshops were presented to 561 attendees

Education = Success

In addition to providing access to sustainable work, we also have a strong foundation of capacity building

NOW

The Global Mamas community is over strong

330

The Mamas create over 200 products

60% of our products are made from recycled or repurposed content

With $407,568 paid to the Mamas in wages

On average Global Mamas producers make 2.5 X minimum wage

(Amazing considering that 73% of the Mamas have not studied beyond high school)

Product sales generated $1,190,223 in 2019

Founded by 6 Mamas

Global Mamas products are handmade in 7 locations & sold in 21 countries

36% of total sales paid to Mamas

The Mamas create over 200 products

60% of our products are made from recycled or repurposed content

With $407,568 paid to the Mamas in wages

On average Global Mamas producers make 2.5 X minimum wage

(Amazing considering that 73% of the Mamas have not studied beyond high school)

Product sales generated $1,190,223 in 2019

Founded by 6 Mamas

Global Mamas products are handmade in 7 locations & sold in 21 countries

36% of total sales paid to Mamas

The Mamas create over 200 products

60% of our products are made from recycled or repurposed content

With $407,568 paid to the Mamas in wages

On average Global Mamas producers make 2.5 X minimum wage

(Amazing considering that 73% of the Mamas have not studied beyond high school)

Product sales generated $1,190,223 in 2019
Together Tour

Global Mamas was thrilled to host our first Together Tour. After years of planning and dreaming, the tour was developed as an extension of our successful international volunteer program. The challenge was how we could create a meaningful experience in 10 days vs. the typical 4-6 weeks. With careful planning and a full-team effort, we provided our visitors with personal connections to the Mamas through brief volunteer projects, all while introducing them to the vibrant and lively culture of Ghana. For this first tour we were honored to host representatives from our retail partners, who have been requesting the tour for many years. Over the course of the year the Mamas have benefitted considerably through increased purchases from these retailers as they can now bring our products to life in their stores by sharing their personal experiences. With our first successful tour behind us we look forward to replicating the tour in 2020 and for years to come.

The Global Mamas team was thrilled to welcome our retail partners to Ghana: HumanKind Fair Trade (San Luis Obispo, CA - @humankindft), Latitudes Fair Trade (Warrenton/Fredricksburg/Staunton, VA - @latitudes_warrenton, @latitudesstaunton), Moxie Fair Trade (Manzanita, OR - @moxiefairtrade), Pachamama Market (Troy, OH - @pachamamamarket), and Ten Thousand Villages Asheville (Asheville, NC - @villages_asheville).

We loved showing them our artisan processes, as well as snippets of Ghana’s culture. Here are some highlights from the visit. Thank you to all who made the Together Tour a wonderful experience.

Global Mamas was thrilled to host our first Together Tour. After years of planning and dreaming, the tour was developed as an extension of our successful international volunteer program. The challenge was how we could create a meaningful experience in 10 days vs. the typical 4-6 weeks. With careful planning and a full-team effort, we provided our visitors with personal connections to the Mamas through brief volunteer projects, all while introducing them to the vibrant and lively culture of Ghana. For this first tour we were honored to host representatives from our retail partners, who have been requesting the tour for many years. Over the course of the year the Mamas have benefitted considerably through increased purchases from these retailers as they can now bring our products to life in their stores by sharing their personal experiences. With our first successful tour behind us we look forward to replicating the tour in 2020 and for years to come.

The Global Mamas team was thrilled to welcome our retail partners to Ghana: HumanKind Fair Trade (San Luis Obispo, CA - @humankindft), Latitudes Fair Trade (Warrenton/Fredricksburg/Staunton, VA - @latitudes_warrenton, @latitudesstaunton), Moxie Fair Trade (Manzanita, OR - @moxiefairtrade), Pachamama Market (Troy, OH - @pachamamamarket), and Ten Thousand Villages Asheville (Asheville, NC - @villages_asheville).

We loved showing them our artisan processes, as well as snippets of Ghana’s culture. Here are some highlights from the visit. Thank you to all who made the Together Tour a wonderful experience.
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.

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.globalmamas.org

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

Contact Us: www.globalmamas.org - wholesale@globalmamas.org

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

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