

Building Prosperity

Laying a Foundation

Global Mamas creates prosperity for women and their families through the production of handmade apparel, accessories, jewelry, and skincare products in Ghana. Founded in 2003 with just six seamstresses, the non-profit organization now employs over 500 women, and sells to nearly 400 stores around the world.



In a country where over a quarter of the population lives below the poverty line¹ and 11% of females are unemployed², steady, well-paying work is a rarity. The average wage of a Global Mamas' producer is 75% higher than the Ghanaian minimum wage, and the lowest salary of a producer is 83% above the Ghanaian poverty line³. Global Mamas' producers make on average 30% more than the average Ghana Craft and Trades' Worker⁴.

These numbers are significant in an industry rampant with exploitation, where the average garment worker only sees between 0.5 to 4%⁵ of the final retail price and suffers unacceptable working conditions and long, unrealistic working hours. During its decade of work in Ghana, Global Mamas has invested over \$1.85 million US in Ghanaian women through wages alone.

Global Mamas believes that prosperity extends beyond financial security and cannot be achieved without a healthy workforce and family environment. To that end, Global Mamas partners with local doctors and clinicians to provide regular health and wellness trainings on a variety of topics including HIV/AIDS, glaucoma, and breast cancer awareness. The organization also considers capacity building an essential ingredient to individual empowerment, and provides educational opportunities and trainings designed to enhance its employees' technical and life skills.

Realizing Dreams

Global Mamas' sales have grown immensely over its decade of work in Ghana, reaching \$1,082,819 in 2012. With an average annual sales growth of 66%, Global Mamas is faced with the rare challenge that demand has outstripped production. In recent years, the pace of growth has slowed because Global Mamas production falls short and orders go unfilled.

To address this problem, Global Mamas has initiated plans for a new production facility that will increase its current production output by about 50%. The vision of the Fair Trade Zone is to revive the Ghanaian textile industry by employing 200 women full-time in a comfortable, beautiful production center that cultivates an atmosphere of learning, healthy living, and team work.

The day that Global Mamas accepted my application was the happiest day of my life. I can now control my career and I love the independence that being a Mama has given me.

—Patricia Tandoh
Seamstress in Cape Coast

Though this will be primarily a manufacturing facility, Global Mamas will ensure that it does not feel like a typical garment factory. The production space will be open, comfortable, and filled with natural light. Landscaping will create natural outdoor spaces for batik production, fabric drying, and for the women to gather, eat, and rejuvenate

Global
Mamas

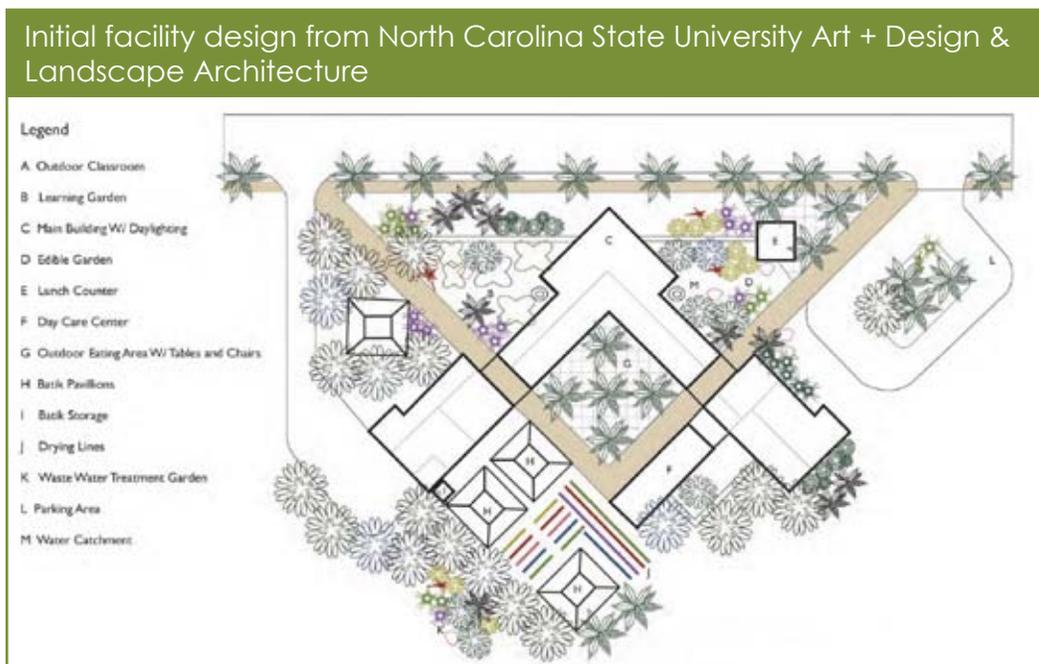
during the work day. Office space for managers, meeting rooms, an eating area, parking spaces, and a day-care facility will complete the campus-style development.

Remaining sensitive to its environmental footprint, Global Mamas plans to incorporate local, sustainable building materials like recycled plastic and tires, compressed earth blocks, coconut husks, raffia, and bamboo, in addition to renewable energy and water sources. A team of architect students is researching innovative systems such as rainwater harvesting, gray water recycling, solar and wind energy production, and bio-gas toilets to minimize environmental impact, while simultaneously providing access to a reliable supply of water and energy, which can be in short supply in Ghana. Global Mamas plans to incorporate an educational component by creating an interactive tour of the building, highlighting sustainable design, construction, materials, and energy efficient practices.

Building for the Future

Working on the initial design phase of the project, the architect team, lead by Architecture San Frontières United Kingdom, estimates the production facility and plot of land will cost \$500,000 US. Global Mamas hopes to break ground on the facility in the spring of 2014. The organization has developed a fundraising plan that includes financing from individual donors, private foundations, service organizations, and governmental agencies.

Global Mamas is a registered 501c3 and has a five star rating on GuideStar. It is a screened member of the Fair Trade Federation and the World Fair Trade Organization. For more information, contact Kristin Johnson in the United States at kristin@globalmamas.org or (612) 781-0455 or Carrie Hawthorne in Ghana at carrie@globalmamas.org or +233 540 120 568.



¹ Rural Poverty Portal. 2006. www.ruralpovertyportal.org/en/country/statistics/tags/ghana

² CIA World Factbook, 2013. www.cia-world-factbook.realclearworld.com/l/863/Ghana

³ Based on Ghana Trade Union Congress data 2013, adjusted for inflation. www.ghanatuc.org

⁴ The original industry study was done in 2008. Average GNI growth rate per year was used to estimate the increase in average wages between 2008 and 2013.

⁵ Ethical Fashion Forum. www.ethicalfashionforum.com/the-issues/wages-workers-rights

