



Winter 2005

# Women in Progress Update

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## Global Mamas Working to Bring in New Members

In February, all 16 members of *Women in Progress* met for a roundtable discussion on how to improve the process for bringing in new members. The women developed a new process for growing the organization to 24 members by the end of 2005, as stipulated by a British High Commission grant currently funding WIP's International Trade Program. The women also discussed ways to improve the apprentice program.

Facilitated by WIP volunteer Ellen Graves, a graduate student studying organization development at John F. Kennedy University in Pleasant Hill, CA, the members agreed that their top priority was to find talented women who face significant financial barriers. A candidate will attend an initial interview, where she will be evaluated on her financial need, determination to build a business, creativity and understanding of quality and timeliness.

WIP will conduct a site visit to assess the applicant's work and financial situation. The candidate will produce a sample piece of work, which will be evaluated for quality and timeliness. All WIP members expressed enthusiasm about this new system, which will grow the organization, increase Global Mamas' profits and improve the economic situation for more women in Ghana.

WIP members also talked about ways to improve their apprentice programs, especially teaching the girls to save for the future. The women discussed starting a "susu" program through the Progressive Women's Credit Union. A "susu" is an informal institution through which customers can establish small savings accounts. A "susu" collector will visit the apprentices on a weekly basis to collect small sums for their own personal savings.

**Below: Global Mamas meet to discuss bringing in new members**



## Words from the Global Mamas

Alice Korsah, Jehovah Jireh Fashion



Alice Korsah, owner of Jehovah Jireh Fashion, tripled her revenues with the help of Women in Progress. She is now saving to buy a larger store. To the customers who buy her Global Mamas products, she says:

**"Our customers are doing a great thing. Without them we cannot make our products."**

**"We sew our items in a large quantity and we sell them. And if our customers are not buying it, we cannot sew. The more they buy, the more we are able to sew."**

**"We thank them so much and we appreciate what they are doing."**

## Our Mission



*Women in Progress* works to achieve economic independence of women at a grassroots level in Ghana through the sustainable growth of small women-owned businesses. *Women in Progress* believes that the best way to improve the standard of living for those in poverty is by introducing innovative solutions to expand women-owned businesses in order to generate new jobs and increase income levels.

**Global Mamas**  
**New Product**

### Baby Sling

Our new baby sling features stainless steel rings, drop pockets and a reinforced shoulder section. The sling is 100% cotton and machine washable.

Buy yours today at [www.globalmamas.com](http://www.globalmamas.com)

Retail Price: \$38



## Eli-Emma Batik & Tye-Dye Expands to Beachfront Workspace

In February, Global Mamas batikers Elizabeth Ampiah and Emma Myers moved their Eli-Emma Batik and Tye-Dye business to a spectacular new beachside location just steps from the Cape Coast Castle. With the increased profits they earned as part of Women in Progress, Eli-Emma financed and orchestrated their move from a small, out-of-the-way location to a space in the heart of Cape Coast.



**"It has always been our dream to have a new workshop," said Elizabeth Ampiah, left, at work in her new studio**

The facility includes a showroom, indoor workspace, storage and restroom facilities for visitors. Elizabeth and Emma expect their prime location to attract more tourists to their batik workshops and will allow them to produce larger orders and hire more employees.

Elizabeth and Emma financed the move with profits earned from their work for Global Mamas. Together with their husbands, they found the new space, negotiated the contract and organized the entire move.

The Eli-Emma expansion is an important example of how, with the help of Women in Progress, women are taking the initiative to grow their businesses and change their lives.



**Left: The new Eli-Emma Batik and Tye-Dye location is kept cool by the ocean breeze and lots of shade**

## Volunteer Highlight



**Megan Thompson**  
*Communications Consultant*  
 Washington, DC

*"My experience in Ghana has been an extraordinary opportunity to meet amazing people, support the vitally important efforts of Women in Progress and gain invaluable perspective on life and work."*

Megan Thompson joined Women in Progress in January 2005. A former political communications director, she helped optimize content on the new Global Mamas eCommerce site, [www.globalmamas.com](http://www.globalmamas.com).

The goal of Megan's project was to increase traffic to the Global Mamas web site by making it easier for Internet shoppers to find. Megan wrote new content using commonly searched terms to help the site appear higher and more often on popular search engines like Google and Yahoo. She also researched and wrote new pages on tie-dye and batik techniques for the handcrafting portion of the site to draw even more visitors interested in these topics.

As part of its International Trade Program, WIP has been working to improve the Global Mamas web site to allow shoppers and retailers worldwide to purchase Global Mamas products more efficiently.

### Thank You to our contributors:

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### VOLUNTEER OPPORTUNITIES

Women in Progress offers exciting volunteer and internship opportunities to qualified professionals and students from around the world.

Visit our web site to learn more about how you can gain international experience while making a real difference in the lives of African women.



[www.womeninprogress.org](http://www.womeninprogress.org)