

LUMANA NEWSLETTER



MEETING WITH CLIENTS IN DZITA

Happy New Year!

With the start of the New Year, the Lumana team has a lot to look back on as well as many exciting announcements moving forward. For those of you who have just learned about Lumana, welcome to our Quarterly Newsletter! Here we provide updates to our supporters on the happenings of our microfinance and business training program that serves clients in Ghana, West Africa. If you would like to know more about Lumana or are interested in getting involved in our program please don't hesitate to contact me directly.

Akpe (thank you),
Sammie
Lumana Executive Director

QUARTER 1, 2011

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Want to work in Ghana this summer?

Lumana is currently searching for a Fellows Coordinator who will manage our various volunteers traveling to Ghana. To find out more or apply by submit your CV and cover letter, email fellows@lumana.org by February 15th.

LUMANA STAFF

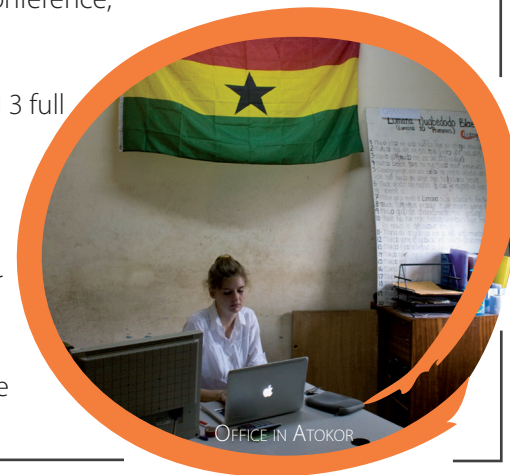
SPEAKING WITH
A CLIENT



A Re-cap on the Year: 2010 Top 10

2010 represents Lumana's first full calendar year in operation. It was an incredible year of learning and building relationships, but most importantly we got a taste for how we can truly impact on the lives of our clients. As we can't list every event from the year, we have broken down our "2010 Top 10" to count down some of our biggest accomplishments:

- 10.** Created a new data collection method enabling our Ghanaian staff to conduct core Lumana surveys and interviews in the field to eventually reduce the costs and time associated with data collection and aggregation.
- 9.** Adopted a social impact assessment developed by Grameen Tech called the Progress out of Poverty Index (PPI) across all clients which will enable us to better understand increases in household income and general quality of life as we grow.
- 8.** A growing family! Expanded our board of directors from 3 members to 6 members.
- 7.** Adopted Mifos (Microfinance Open Source) management information software to track client performance.
- 6.** Office space! Lumana was graciously provided office space in Seattle by CTA Design Build to house our growing US team. In Ghana, we now have two offices to direct operations from, in the villages of Atorkor and Anloga.
- 5.** Speaking across the nation! Several Lumana staff members were featured as experts at various conferences and events such as the Second Global Microfinance Summit in NYC, the Global Washington conference, multiple Microsoft functions, the Hollyhock Summer Gathering, and more.
- 4.** Lumana was officially granted non-profit status under the tax code 501(c)3!
- 3.** Hired 2 new full-time and 6 part-time local Ghanaian employees and transferred 3 full time US staff to work in Ghana for periods varying from 6 months to 1 year.
- 2.** Fellows galore! Engaged 16 volunteer interns in Lumana's newly established Fellowship Program throughout the year to work in Seattle and on the ground in Ghana.
- 1.** Funds for expansion! We raised nearly \$100,000 throughout the year, tripling our current funding. With over \$50,000 coming from our Fall Benefit Dinner and Silent Auction, over \$6,000 from acceptance to the world's largest online donor network, Global Giving, and several small grants and gifts from generous individuals over the course of 2010.



Annual Report Coming Soon!

Keep an eye out for Lumana's 2010 annual report coming out this March.

Volunteer Spotlight: Happy Holidays in Tacoma

Back in November, the Lumana team was fortunate to get to meet Brady Bekker, a current masters student at the Evan's School of Public Affairs at the University of Washington. We immediately connected with Brady and brought him on as a Lumana fellow to help out with our holiday fundraising campaign. And, as with many of the Lumana fellows, we were blown away by Brady's commitment to our cause and eagerness to make our holiday campaign a success.

By organizing a dinner for over 25 family members and friends in Tacoma on December 22nd, Brady spearheaded one of Lumana's holiday fundraisers and brought in nearly \$2,000 to go toward expansion of our programs in Ghana. The wonderful success of this fundraiser is a testament to Brady's hard work and to Lumana's ever growing network and diverse group of advocates. We count ourselves lucky to have such a strong base and would like to thank Brady and our donors for their continued support.

Client Spotlight: Joseph Degbey, "The Shoe Savior"


Joseph is a 42-Year-old shoemaker who has run his own business in Anloga (a village Lumana expanded to in late 2010) for the past 16 years. His main business involves repairing shoes and sandals, but he also makes custom footwear. Joseph's shop is located near the roadside on the main street where you can find Joseph any day of the week, smiling and chatting with his neighbors while he works long days cobbling in the shade. He arrives there every morning with his wheelchair-bicycle (Joseph lost the use of his legs as a child after contracting polio) at around 9am and stays at least until 5pm. Only on Sundays does he come later, after seeing friends at church.

People in the Volta region are amazingly resourceful and around here waste is a four



On the move again!

We are sad to say that our incredible office hosts at CTA will be moving and so must we. If you know of any available office space at "non-profit pricing", please contact us!



JOSEPH RENEWS
A SHOE'S SOLE

letter word... so instead of buying new shoes they come to Joseph to get their old ones fixed. But even the most resourceful need help sometimes and for Joseph this is where Lumana's loan came in. Last summer, when Joseph was unable to buy rubber locally but didn't have the means to travel to find it his business almost faltered. Luckily however Joseph received a Lumana loan around the same time which he used to fund his travel to Accra and enabled him to purchase the necessary supplies.

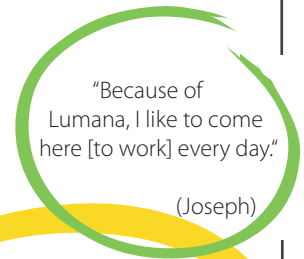
Joseph shows that it is possible to run a business on a shoestring, however this does not mean that he doesn't dream bigger. In the future, Joseph plans to build a bigger shop with some machines he could use to work more precisely making nicer shoes and sandals for his clientele to make a larger profit. For Joseph the cornerstone of these dreams for expansion are Lumana loans, he is currently in his first cycle but tells us that he awaits future loan increases excitedly so that he can turn his dreams into realities.

Applications open for Summer 2011 Fellows Program in Ghana

Lumana is looking for a total of 8 fellows and 1 fellowship coordinator to join us in Ghana this summer. If you are interested in microfinance, global development, or entrepreneurship and are a self-starter who thrives when challenged with diverse projects, we welcome your application. Or if you know any inspiring young people you would like to connect us with, we would be more than grateful to follow up on your recommendations.

Our Fellowship program enables university students and young professionals to travel to Ghana and work in the field expanding and strengthening our microfinance operations. Previous fellows have worked on a variety of projects ranging from local business industry research, to development of new financial products for our clients, to capturing media and more.

There will be two trips during the summer of 2011, each lasting 8 weeks, with four



"Because of Lumana, I like to come here [to work] every day."

(Joseph)



Lumana in the Community:

Lumana in the Community: Reaching out to students in both the UW Bothell MBA program and Shoreline Community College to spread the word about youth in global development!

A circular inset image showing a young Black man with short hair, wearing a green and white patterned shirt, sitting at a desk and looking at a laptop screen. The image is framed by a blue circular border with a brushstroke effect.

fellows selected for each trip. The estimated dates of these are as follows:

Trip 1: **May 23rd – July 15th** (applications due February 20th)

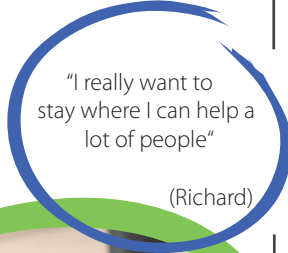
Trip 2: **July 27th – September 23rd** (applications due March 6th)

Apply to the International Fellows Program by submitting a Cover Letter and Resume to fellows@lumana.org.

Meet our Ghanaian Staff: Richard

Richard is a 21-year-old native of the Volta Region of Ghana – the region that our program calls home. He has been working hard as an interpreter for Lumana since October 2010 and also helps our organization by supporting for our loan officers in the field. Richard spends most of his days engaging in important conversations with our clients; helping us to ask them tough questions about how they use our program and how we could change it to better to serve their needs. He also keeps our program running smoothly by compiling data on our clients, including the Progress out of Poverty survey developed by the Grameen Foundation which lets us know how our program increases our client's standard of living.

Richard currently lives with his mother in Anloga, an hour away from the village of Denu, where he was born and his brother and sister still live. He loves his work for Lumana, especially his work on data aggregation where he gets to apply his strong computer skills. He tells us that his life goal is to help the people in rural Ghana. Many young people go to bigger cities in Ghana like the capital Accra to find work but Richard says: "I really want to stay where I can help a lot of people [...] I want to help my people". If he would like to earn a lot of money, he says that he would do something else, but he works for us because he is truly committed to Lumana's mission of serving his community. When he's not working for Lumana or eating Fufu, his favorite dish, Richard also likes reading, surfing the internet or just

A blue circular graphic containing a quote. The quote is written in a light blue, sans-serif font. The circle has a brushstroke-like border.

"I really want to stay where I can help a lot of people"

(Richard)

A circular inset image showing a young Black man with short hair, wearing a green and white patterned shirt, looking slightly to the right with a slight smile. The image is framed by a green circular border with a brushstroke effect.

RICHARD



talking with friends. In the future, he would like to attend university where he hopes to study public health and then someday Richard wants to own his own company employing the local people of the region.

New Year, New Products!

After a full year of practicing microfinance in a rural setting we have learned a few things about what works and what doesn't work. Looking at how our clients repaid their loans and their available cash flows throughout the loan term one thing that is very clear is that our formerly standard loan product – a six month loan paid weekly – does not fit the needs of our clients varied businesses. Moreover, we have realized that not only are our clients businesses varied; they are closely tied to distinct seasons. For instance, as a rural farmer or fishmonger business revolves around the daily catch and weather patterns that change month to month – and are also shifting due to climate change. We have also come to understand that there are no comprehensive resources for understanding the seasonality of Ghanaian businesses in our area; therefore we are currently undertaking an expansive research effort to further our understanding.

Part of this research effort involves experimenting with new loan formats and recording and understanding the results. That is where Kwame and Antonia (our newest fellows from Germany) come in. Working together with the Yayira cooperative, they will track how this group of farmers uses their loan money over the course of their new more flexible loan term. The Ghana Team is confident that Kwame and Antonia's detailed study of Nancy, Ferguson, Sylvanus, Julius and Faustine's cash flows and crop seasons over the coming five months will give us the understanding needed to implement different and flexible loan products for farmers. We look forward to keeping you updated on how they progress!



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