

LUMANA

Fall 2010 Newsletter



New Client Vinolia Fiadjoe receives her diploma from Maggie Skeers

Lumana Supporters!

Welcome to the Fall 2010 edition of Lumana's Quarterly Newsletter! We are a microfinance and leadership development organization currently serving clients in Ghana, West Africa. We provide business training, mentorship, and micro loans to small businesses. Through this process, we are able to identify and train leaders who then create jobs and educate their fellow community members.

With three of our full-time staff in Ghana, a successful fundraising dinner and auction in October, new partnerships on the horizon and much more, this has been an exciting quarter. We hope you will enjoy our updates and please contact us if you have feedback or are interested in getting involved!

The Lumana Team

Lumana Holiday Gifts

This year Lumana will be selling Kente stockings, hand-made by the Mercy Fashion Cooperative in Ghana. Kente is a traditional Ghanaian cloth woven by hand on a small loom. It is used in celebrations and ceremonies, so our Kente stockings are a unique tribute to Ghanaian and Western holiday traditions.

Stocking will be available in two sizes: small, for ornaments, and large for hanging on the wall.

To place an order go to www.lumana.org/holiday-2010



Sample (Actual Patterns may Vary)

October Success at Our Fall Benefit

On October 14th Lumana hosted our 2nd Annual Fall Benefit Dinner and Auction at Salty's Restaurant on Alki. The night was a great accomplishment, as Lumana raised over 40,000 throughout the night! This new influx of funds will be used to support our plans to provide leadership training for high-performing microfinance clients; through leadership we believe our clients have the potential to create jobs for their peers and strengthen the economic base of the communities. Thank you to all of our donors for helping to fund this program!



Lumana's Fall Benefit at Salty's on Alki

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Global Washington Conference

Join us for the Global Washington annual conference on November 15-16! Cole Hoover will speak on the role of youth in global development. Register today at:

<http://globalwa.org/events/conference-2010/>



Lumana on TV!

Watch founder Sammie Rayner as she is interviewed in the Fostering Leadership series put on by UWTV and the Foster School of Business. You can also watch online:

<http://uwtv.org/fosteringleadership/>



Lumana Officially Approved as a Non-Profit!

After 10 months of waiting, the IRS has approved Lumana's tax exempt status which means we can accept donations directly. Also, any donations made directly to Lumana dating back to our date of incorporation on July 13, 2009 will be retroactively tax deductible. Thanks to our lawyers and all those who helped us through this process!

New fellows positions available!

- Executive Assistant
- Media and Marketing Fellow
- Research Fellow

If you are interested in applying for any of these positions or would like a run-down of what they entail, please be sure to contact Cole Hoover at cole@lumana.org.

By the numbers - Lumana's fall benefit success:

- Nearly **\$14,000** was donated from the Raise the Paddle alone!
- **44** items were donated by local Seattle businesses for our silent auction, including a wine-tasting event for a party of **20**, flight lessons, and Sounders tickets and a signed jersey!
- **110** attendees listened to Gene Kahn, Gates Foundation Senior Advisor for Agricultural Development, give his inspiring keynote about the opportunities and possibilities surrounding modern global development.
- And finally, we had **15** fabulous volunteers joining us to help out with logistics, registrar, and all around troubleshooting. We couldn't have pulled this off without their help!

Thank you again to everyone who made this event a success, Lumana greatly appreciates your generous support!

Global Giving: A breakdown

Thank you so much for your generous donations during our month long effort to win a spot on Global Giving. With your help, we did it! We are proud to say that now Lumana will always have a place on the worlds largest donor network because of you.

Some numbers to show you why this is so important:

- **121,456**: Number of donors just like you who have donated to great causes on Global Giving since **2002**.
- **\$32,839,694**: The amount of money raised by Global Giving's donor network for poverty alleviation projects all around the world.
- **\$5,551**: The dollar amount donated by our generous network of supporters to Lumana's programs in Ghana in September alone!
- **\$4,449**: The amount we still have left to raise so we can meet our goal helping **25** Ghanaian women become local leaders by expanding their businesses and creating jobs in their communities.

We would also like to thank Barrister Winery, Beacon Hill Catering, Our Mother the Mountain Band and everyone who made it out to the Lumana and Americana fundraiser in Spokane WA. We couldn't have made it to our goal without you!

Featured Client Mercy Kotoka

Mercy Kotoka is a seamstress from Atorkor and owns a drinking spot on the roadside near Saviatula, the local crossroad that serves as a tro-tro (bus) stop. While her tailoring business is her main source of income she uses the loan money Lumana provides for both her businesses; Mercy Fashion and Paradise Spot. Much like the woven Kente cloth business, the tailoring trade is suffering from competition with cheap imports and it is now less expensive to buy already made clothing than to have it made from scratch. Mercy is confident however, and informs me that if the sea is good and god is willing she will receive more work. Like most of our clients, Mercy has no shortage of optimism and amazing work ethic, Lumana is happy to help her strengthen her business.

Opportunities with Lumana's Fellows Program

Lumana seeks to capture the momentum of a generation through our fellows program. We recognize that young people have the creativity to build upon and improve already created systems and we believe this creativity is key to our success.

Therefore, Lumana is dedicated to creating opportunities for young and in-



spired entrepreneurs who want to effect change globally.

Our Fellows work in Ghana on many projects that include collaborating with local leaders to create curriculum for our clients, collecting data on the needs of our communities and community outreach. Additionally we have exciting research, marketing and media-related opportunities right here in the US.

House Party

For the first time since Lumana signed the lease in July, the Ghana staff house is full of staff members! With the arrival of Abigail Pearl last week, there now are four team members on the ground expanding and refining operations. Lumana has also had the pleasure of hosting some guests and volunteers-- the kind of thing that having a house has made it infinitely easier to do. The house still needs a name, but it's a slow process. For now it is just the Lumana House and here is the Lumana House Role Call:

Staff:

- Duffy Tilleman - currently locking down our microfinance management software system.
- Maggie Skeers - took the lead on HR for our Ghana operations.
- Chad Skeers and Abigail Pearl - teaming up to work on client engagement and research for new financial products.

Volunteers:

Dan Nelson and Drew Meyers have been helping develop a media strategy, as well as chasing down GPS locations for clients' homes in order to help us make the first ever detailed digital map of this part of Ghana.

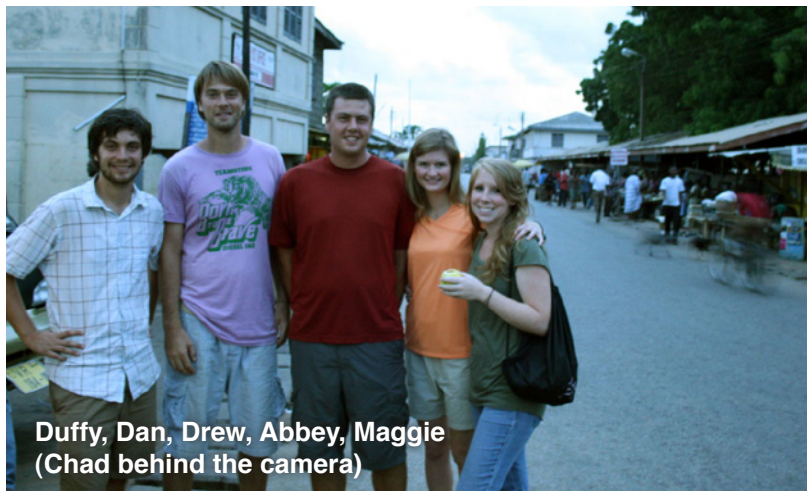
Lumana bids a fond farewell to Maggie, Dan, and Drew at the end of the month, but the Abigail, Duffy, and Chad will be remaining in Ghana for 5-9 months each. This is going to be a spectacular time for Lumana.

Dzita Road Situation Update: Completely Cut Off

The road to Dzita has gone from bad to worse and now it is gone. At the end of September it was still possible to catch a tro-tro (bus) to Dzita but that time has passed, and currently the only way across the beach is by foot. One of our team members actually walked through the waves as they were destroying what remained of the temporary road, a sobering experience.

The waves continue to erode the shoreline and now most of the remaining buildings in the area are at risk. More and more houses collapse each week and now the locals have resorted to knocking their own houses down to make room for a new temporary road.

Our staff and volunteers continue to make the journey to Dzita every week to meet with clients and help them work through their challenges, but each week this journey becomes harder. Lumana is very proud of our clients from Dzita, they have worked hard to keep their businesses above water and we are all hopeful their persistence will pay off soon. In fact, this week an Israeli construction company has begun surveying the area and are planning sea defenses along with a new road.



Duffy, Dan, Drew, Abbey, Maggie
(Chad behind the camera)

Contact Us

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Remains of the road between
Atorkor and Dzita



Technology Update:

In the last newsletter Lumana announced that we are using a new web-based management application called mifos, and we are happy to announce that the deployment has been going very well. We are currently working on an exciting enhancement to the system that will allow us to make updates directly in the field using our Google Android smartphones.