

Lumana Newsletter

Quarter 3, 2011



Happy Summer!

Thank you so much for continuing to support Lumana by following our Quarterly Newsletter! Lumana is an organization of young and inspired entrepreneurs who believe that it is time for the millennial generation to take a creative role in working to find solutions to some of the greatest problems the world's poor face today. For those who are new to Lumana, we use this newsletter as a way to update you about our solution for providing financial services in rural Africa, including everything from new volunteers working in Ghana to fundraisers held in the Pacific Northwest.

This summer we are especially appreciative of all of those involved in hosting, attending or contributing in some way to our "Adopt a Co-op" themed dinner parties. You have played a key role in our ability to provide new loans to both new and existing Lumana clients in Ghana.

Finally, we would like to encourage everyone to tune in to KCTS Channel 9 on Friday, August 19th to see the premier of Lumana's featured story on the series "People You Should Know".

-The Lumana Team

KCTS 9 Features Lumana

What: Lumana to be featured on KCTS9 CONNECTS show People You Should Know.

When: Friday, August 19th 2011 | 6-9 PM

Why: Lumana team members Sammie Rayner and Cole Hoover were interviewed by KCTS9's Senior Producer Ethan Morris in July about how Lumana began and where it is going in the future.

The program will be a combination of their interviews and also footage from Ghana interviewing our microfinance clients.

Lumana's 3rd Annual Benefit Dinner & Silent Auction



View of downtown Seattle from Salty's on Alki Beach

Join us as we embark on our third year of operations in West Africa and enjoy tantalizing entrees and hors d'oeuvres, a selection of Northwest wines and champagne cocktails and great company. Additionally, there will be a variety of exciting features, such as a silent auction, a wine toss, a dessert dash, a raffle, and of course, an inspiring and thought-provoking program. We are excited to welcome Valerie Nkamgang Bemo from Cameroon, a Senior Program Officer at the Bill & Melinda Gates Foundation as this year's keynote speaker. Lumana staff and volunteers look forward to seeing you there!

**When: Thursday, September 22
from 6 - 10 PM**

**Where: Salty's Seafood Grille on
Alki Beach**

**Cost: \$75 per person or \$650 per
table of 10-12**

RSVP: Register at

www.lumana.org/annualbenefit

Lumana's "Adopt a Co-op" Successes

Over the past two months, several Lumana supporters have engaged in our Adopt a Coop campaign to raise money for groups of Lumana clients in need of funding for their businesses. Through partnership with some incredible individuals across the Seattle community, over \$8,500 has been raised between over 120 new supporters of Lumana. Special thanks to the Levesque family, Kwame & Jessica Amoateng, and Cicchetti Kitchen & Bar.



Justine Levesque and Karin Avellaneda at the recent "Adopt a Co-op" party hosted by Justine and her family.

Lumana's New Website Launches!

We are very excited to announce the release of our new updated Lumana website! Through our new interface you can explore more individual stories of our clients as well as interact with Lumana staff, both in Ghana and home in Seattle, through blogs, updates, events, and other new resources. Thank you to those who have supported the creation of our new website—most notably Duffy (our designer and code writer), Tommy (our story-teller), Antonia (our photographer), and Michael (our content manager)! Enjoy and explore the new website at www.lumana.org.

Contact Us!

www.lumana.org
contact@lumana.org

Seattle Foundation's Give-BIG day results

Lumana gives out a big thanks to everyone who donated on the Seattle Foundation's Give-BIG day! The event took place all day on June 23rd, as the Seattle Foundation called upon individuals to make donations to local non-profit organizations. The Seattle Foundation, along with its many partnering companies and individuals, created a stretch pool of \$500,000, which acted to match part of individual donations. Throughout the day over \$4 million in donations were made total to nearly 19,000 non-profit organizations. Lumana raised \$6,627 in direct donations with a match of \$916 through the stretch pool. Through the match alone, Lumana will be able to fund a whole new co-op of 5-6 women! Thank you so much to those of you who donated, for your generosity and dedication!



Featured Client Marconi

As I walk into the small, sky-blue, wooden shop, Marconi Midodzi greets us, not even glancing up from his work as he precisely guides a bright orange blouse through an antique sewing machine. When he stands up to shake our hands, with a measuring tape draped over his shoulder and wearing expertly fitting clothes, he certainly looks the part of a professional tailor.



"I've been a tailor for eight years," Marconi says, "but I only built this shop about six years ago. Having a storefront makes a big difference in how busy my business is, but I want to re-do the store: the wood spoils much too easily." I look around, and sure enough, see signs of weathering around the corners of the room. "Is that what you'll use your next loan for?" I ask.

Marconi's answer, however, is far from my preconceived notions: "I'm planning to use the next Lumana loan to help buy a fishing boat, for my fishing business."

Fishing business? As we talk further, he tells me that, in addition to tailoring, he also bought a fishing net almost three years ago. A fishing net is a solid investment –

about 900 cedi (approx. USD \$600) for 12 yards of net, and during the high season, one net can bring in almost 5,000 cedi (approx. USD\$3,300) in one day. Not only that, but fishing nets are no one-man job, either. Take an early morning walk along the beach (in Anloga, any day except Tuesday), and you'll see a huge cluster of men all working to bring in the same net.

Simply put, this one man employs around 31 people on any given day.

Marconi is a part of the Mercy Fashion co-operative, who collected their fourth loan from Lumana thanks to the amazing efforts of the Levesque family Adopt a Coop fundraiser. Mercy Fashion is one of the first co-operatives that Lumana ever funded, and one of the most successful. While not all of our clients are as business inclined as Marconi (no surprise there!), we are continually working to find ways to better support some of these amazingly resourceful clients. By building partnerships with local banks who focus on serving slightly larger clients like Marconi, Lumana hopes to keep our mission of serving the poorest while also ensuring that those who really thrive and grow with Lumana will continue to do so even after they have graduated from our program.

The more we invest in hard-hitting and effective microfinance clients such as Marconi, the more value he will propel into his community.

by Lindsey Engh

The DudeFest for Lumana!

Join Lumana and Fremont Outdoor Cinemas in celebrating the end of the summer and Lebowski - White Russians in hand - with your fellow dudes and dudettes. In addition to the up front fun of the event, your attendance will help us achieve our goals of expanding our microfinance, savings and education program to numerous new villages in Ghana, West Africa. The evening will include a screening of the Big Lebowski, a White Russian

bar, and music by Two Buck Chuck.

**Saturday,
August 27th
5pm - 10pm
Cost: \$12
Fremont Outdoor
Cinemas
N 35th and
Phinney Ave
Seattle, WA
98103**



RSVP: Please visit <http://bit.ly/qrIqAE> to buy your tickets!

Our 2011 Fellows

This summer, Lumana is delighted to host four new fellows in our Ghana program. As those of you who follow Lumana closely know, fellows are the backbone of our program and enable us to research and better understand the needs of our rural Ghanaian clients. After several weeks of working with Lumana staff in Seattle to better understand Ghanaian culture, microfinance best practices, and other aspects of the Lumana program, the fellows set off on a ten week journey. Each of them has been assigned a unique project specific to their background as well as a specific industry they will study and draft reports on at the end of the summer. Here are some of the highlights of each of our new additions of the Ghana team.



Clothes drying outside Lumana's Fellows house in Ghana

Kelly Haugen:

About: Kelly grew up in Mukilteo, WA and is currently studying business at Seattle Pacific University, concentrating in Social Enterprise and Economics.

Lumana Project: Kelly is working on Lumana's business curriculum as well as the ongoing business education throughout the duration of the co-operative's loan cycle.

Area of Industry Research: Fish-mongering (salting, smoking and drying of fish to sell in the market)

Fun fact: Kelly has shown his culinary prowess by roasting chicken over an open flame for a delicious Lumana staff dinner.

Benjamin Watts:

About: Ben is from Los Angeles, CA and is currently pursuing a BA in Economics at Seattle University.

Lumana Project:

Ben is spending the summer evaluating Lumana's current financial offerings and helping Lumana define new offerings for the future. He has also been able lead to an impromptu presentation of the Lumana program in front of a thirty-person organic farming group!

Fun Fact: Ben has proved himself as an expert dancer - after dancing with the locals at a funeral, he is known far and wide throughout the Anloga community.

Christopher Comley:

About: Chris is from Olympia, WA and is currently studying in the International Business Program at UW.

Lumana Project: He has also been busy interviewing and photographing clients for the summer media project.

Area of Industry Research: Restaurants and Provision Sellers.

Fun Fact: In these past few weeks, Chris has climbed a coconut tree, spent the day learning to make spicy peanut butter snacks with a Lumana client, and is now fluent in basic Ewe greetings.



Erica Bernklau:

About: Erica is from Sumner, WA and is currently studying Finance and Entrepreneurship at the University of

Washington.

Lumana Project: Erica is working on a financial project, helping us better understand and predict our client's cash flow and loan cycles.

Area of Industry Research: Tailoring

Fun Fact: Since her arrival, Erica has participated in more than a few bruising games of soccer and volleyball with the local sports fans.