

snapshot



a glimpse into the daily work of
global business assist
around the world

> November 08

A Harvest of Thankfulness in Ghana

In Chicago the weather has cooled and the leaves are falling. The descent from the crisp air of fall to the sharp chill of winter has begun. As we witness this dance of the seasons, during this month of thanksgiving we are reminded of the blessings that have been given to us.

It is appropriate that the bounty and harvest of the first Thanksgiving that was celebrated so many years ago also symbolizes success for the work of GBA and its partners in Ghana.

This is especially true for the village of Nsuta, Ghana where agricultural empowerment has now provided a "hand-up" for many in the village. In Nsuta however, a new facet of micro-lending has been created to help loan-client farmers in the village with a major problem they were facing – difficulty in finding a market for their crops.



Farmers must often contend with markets like this in Ghana in order to sell their crops

For many growers in rural areas who produce small crops, it is often a challenge to sell their harvest. This often entails traveling to the big city and setting up a small fruit or vegetable stand. Farmers may be required to be versed not only in the cultivation of their fields, but also in resale – a formidable challenge.

In a new venture, GBA's partnering agency in Ghana, the African Assistance Plan (AAP), is helping to solve this problem. Loans are made to farmers who now are able to concentrate their efforts on crop production and harvest. Loans are then also provided to a new group of loan clients who are taught distribution and sales techniques. This new group takes on the responsibility of transporting the produce to market and procuring buyers. While the farmers do have to settle for a lower price for their product, they no longer are required to worry about what happens after harvest. In addition, jobs are created for the village through this new business of distribution.

SUDAN – WAITING FOR ITS “THANKSGIVING” ...

micro-lending - help for the world's most desperate communities.

This is the type of entrepreneurial spirit that is creating jobs throughout Africa. With a little assistance through training and start-up capital, men and women across the continent are learning to become self-reliant.

As you read GBA's Snapshot this month, I am on my way to the Bar el Ghasal region of Southern Sudan, a region so remote that empowerment assistance from non-governmental organizations is almost non-existent. It is GBA's hope that in 2009 some of the success from our Ghana programs can be effectively transferred to Southern Sudan.

It won't be easy. Besides the challenges of a poor infrastructure and difficult accessibility, the cost of starting a new micro-lending neighborhood is immense – in the neighborhood of \$50,000!

However, we are confident that the same tools that are bringing hope and prosperity to Ghana will also be successful in Southern Sudan. But we need your help to see this vision become reality.

As we celebrate with family and friends this Thanksgiving, we all have much for which we can be thankful. Although I've experienced difficult days in 2008, compared to most in Africa I consider myself and my family extremely blessed.

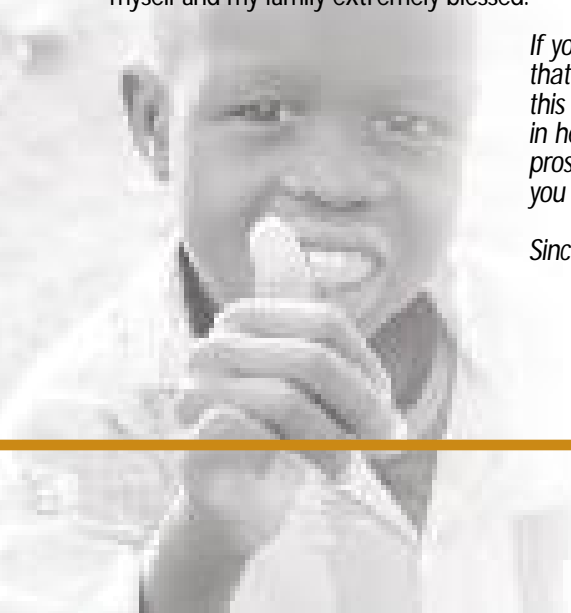


Could this village in Southern Sudan be next in line for micro-enterprise empowerment?

If you feel the same, would you consider sharing some of that blessing with the men, women and children of Sudan this month? Thank you in advance for your partnership in helping us empower those who have yet to experience prosperity in their lives. And to you and your family, I wish you a meaningful Thanksgiving celebration.

Sincerely -

Douglas Mann,
President



helping the world's poor... help themselves

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