MOTHER’S DAY 2017

As we approach Mother’s Day in 2017, WEEMA is proud our programs support thousands of women in Ethiopia. We empower women through establishing self-help groups, teaching trades such as beekeeping and clean cookstove production, and improving the quality of the healthcare services they receive. You can read about many of these programs in this newsletter and through our #WEEMAWednesday posts.

Support these programs and send beautiful cards to your mom by contributing to our Mother’s Day appeal. Thank you!

WEEMA INTERNATIONAL MOTHER’S DAY CARDS

Take the opportunity this Mother’s Day, Sunday, May 14, to thank the mom in your life with an inspirational gift.

Join the global celebration of motherhood and partner with WEEMA to impact mothers in Ethiopia. For every contribution of $20 or more we will honor your loved one with a custom designed Mother’s Day card. You may select between e-card or hard copy options.

Order your cards at weema.org/mothers-day.

2017 Card Options

Available as: eCARD
Available as: eCARD
Available as: eCARD
Available as: PRINTED CARD
WEEMA’s beekeeping project has empowered more women with skills and knowledge to join the beekeeping sector. Some of our most active trainees have been women who had never practiced beekeeping before participating in the training. Our trainees are reporting that honey is a significant contributor to their families’ incomes. Last year, a group of students from the Columbia University School of International and Public Affairs (SIPA) visited our beekeeping program. You can read about their experience and see pictures of their trip below.

For the duration of a transAtlantic flight, a groggy, mentally taxed Lucas Valente da Costa tried unsuccessfully to delay the anxiety of finishing his report. It had been a long yet amazing two weeks spent with WEEMA International in Ethiopia during which he saw weeks of prior research come to life.

Lucas was completing his capstone with a focus on “improving household livelihoods with modern beekeeping and honey production in Ethiopia.” Lucas was one of six graduate students on his SIPA team. Each team member visited Ethiopia for two weeks to collect data from WEEMA beekeepers that would be combined with research in their action report.

For months Lucas and his team had invested hours behind a computer screen, researching beekeeping and honey production in Ethiopia. Together they determined that issues with technology, climate and management were largely to blame for honey production remaining well under capacity. In March, Lucas finally stood in the bright Ethiopian sunshine and spoke to the producers in WEEMA programs during interviews and focus groups. “I couldn't believe the insanely rich culture, the crazy traffic… I was so excited to try the tej, a honey wine that I had been researching for so long. Everyone was so welcoming - we were invited into homes, offered coffee, peanuts, bananas, anything anyone had. I could feel their commitment to improve their honey production and they were counting on WEEMA’s guidance and experience in the sector to do so.”
WEEMA staff members provide individuals and families with training in modern beekeeping techniques and education in beehive modernization to increase honey quality and yield. This economic empowerment project has a huge impact on families’ income and quality of life in Southwestern Ethiopia. The success of the SIPA report weighed heavily on Lucas, as the conclusions and subsequent action plan were going to be implemented by WEEMA staff and would directly impact the livelihoods of the families he has visited.

“Above all what stood out as I was flying home were the people I had spoken to who I now had to write into this report. Once you meet the individuals who work in markets and as producers, you can directly see how your contribution can impact them.”

The project concluded that establishing cooperatives would be an effective means to increase the capacity and quality of honey production in Ethiopia, in addition to a continuation of the support WEEMA was currently providing.

With the pressure of the looming project behind him, Lucas reflected on his time working directly with WEEMA in Ethiopia:

“I would tell others to believe in WEEMA. I have seen how committed the staff are and how they work on the ground directly in communities to improve livelihoods. I could see how in-sync and necessary the projects are and how much the community who benefits from WEEMA projects enjoyed WEEMA being there.”

Thanks to SIPA recommendations WEEMA now has three active honey cooperatives.

Did you know...

Honey is the only natural food that doesn’t spoil, as long as it is kept in airtight containers.
WE ARE WEEMA

JOIN TEAM-A-WEEMA AT THE FALMOUTH ROAD RACE

WEEMA supporters will come together once again this summer to raise funds at the Falmouth Road Race! This year will be our second running of the 7-mile Falmouth Road Race as Team-a-WEEMA. Don your T-shirts and lace up those sneakers for race day on Sunday, August 20th.

Visit falmouth.weema.org for more info!

PRIZE FOR TOP FUNDRAISERS

This year, there will be prizes for the top TWO fundraisers. The two runners who raise the most for WEEMA will each win one roundtrip ticket on Ethiopian Airlines!

IMPROVING MATERNAL CARE IN KEMBATA-TEMBARO ZONE

WEEMA supports hospitals with ultrasound and c-section training!

WEEMA staff with Dr. Sisay (2nd from left), the OB/GYN who will be doing the c-section training for WEEMA this spring.

As part of WEEMA’s commitment to maternal and child health we have recently purchased and delivered three ultrasound machines - one for each new primary hospital in the KT Zone (Doyogena, Mudula and Shinshicho), and sponsored the training of 12 people (four from each new primary hospital) in emergency c-section techniques.

Despite significant gains over the past several decades, Ethiopia still has high maternal and neonatal mortality rates. A woman in Ethiopia has a 1 out of 64 chance of dying in childbirth during her lifetime, and 28 babies out of 1,000 live births die before they turn one month old.

The improvements WEEMA helps make in healthcare have a huge impact on the lives of Ethiopian families. In addition, WEEMA continues its other Maternal Child Health work including supporting our Hamlin “master” midwives, helping to fund the only OB/GYN in the KT Zone, and maintaining solar lights in delivery rooms at health centers.