



# SHAPE ATTITUDE GHANA

## STAY CLEAN, STAY HEALTHY



**2021  
ANNUAL  
REPORT**

DECEMBER, 2021





# SHAPE ATTITUDE GHANA

## 2021 ANNUAL REPORT AND FINANCIAL STATEMENTS

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## ACRONYMS

<b>GES</b>	- Ghana Education Service
<b>NGOs</b>	- Non-Governmental Organisations
<b>SACOST</b>	- Centre for School and Community Science and Technology Studies
<b>SHAPE</b>	- Sanitation, Health, Attitude and Practices for Clean Environment
<b>UCC</b>	- University of Cape Coast
<b>UEW</b>	- University of Education, Winneba
<b>UNIPRA</b>	- University Practice School
<b>WHO</b>	- World Health Organisation

## ACKNOWLEDGEMENTS

Mr. Andrew K. Asamoah a former Director at the World Health Organisation (WHO), and now the Executive Chairman of A&C Development Co. Ltd, Accra and Chairman of the Ghana Labour Commission, has continued to be a strong supporter of the Organisation. Our appreciation goes to him for his support.

COVID-19 continued to limit our operations in 2021. Notwithstanding that, Ms Angela Karmand and Mr Kofi Baisie Ghartey continued with their financial support to the Organisation.

The support and collaboration of the Ghana Education Service of the Effutu Municipality, the University of Education, Winneba (UEW) and the National Service Scheme cannot go unmentioned. Our thanks go to all of them.

Our thanks also go to the Conference of Heads of Basic Schools for their facilitating role in reaching out to the school children.

Radio Peace and Radio Windy Bay of UEW have not relented in providing airtime free of charge to spread the messages and programmes of SHAPE Attitude Ghana in promoting clean environment. We thank them for their support.

We acknowledge the contribution of Individuals and organisations who contributed in keeping the Organisation afloat during the year when activities were at their lowest ebb due to COVID-19. In this regard we would like to mention the Chief and Chairman of the Effutu

Traditional Council, Neenyi Ghartey VII; the Vice Chancellor of the University of Education, Winneba, Rev. Fr. Prof. Afful-Broni; the Head of SACOST/UEW, Prof Kolawole Raheem; and Mr Robert Maison of Utmost Konsult.

To Utmost Konsult, it is a big thank you for their traditional support of preparing the accounts and arranging for auditing at no cost. They also arrange submission of our returns to the Registrar General's Department.

Our acknowledgement will not be complete without mentioning those who have shown the true spirit of voluntarism in working with SHAPE Attitude Project in the planning and implementation of activities. They are Mr. Lord Nelson Addo Ofori, Mr. Eric Sekyere Appiah, Mr. Amos Amamoo, all of the University of Education, Winneba; Mr Albert Buabeng formerly of Trauma Hospital, Winneba; Mr J.B.K. Ntsiful of Ghana Education Service, Winneba; Mrs. Victoria Amissah Ghartey; Ms Esther Ama Nyarkoa of Radio Peace, Winneba; and Mr Jones Appiah Kubi and Bright Fugar of Radio Windy Bay of UEW.

Finally, SHAPE Attitude Ghana would like to thank all its well-wishers, individuals and organisations, who have contributed to the success of the Organisation.

## EXECUTIVE SUMMARY

Shape Attitude Ghana is a not-for-profit organisation which was established in June 2014 with the aim of enabling communities develop a culture of keeping their surroundings clean. The Organisation has been working mainly in schools to address negative attitude in the hope that the school children will grow up with positive attitude towards sanitation and the environment in general.

Notwithstanding the limitations posed by COVID-19, SHAPE Attitude Ghana made good strides towards its objectives of raising awareness to change attitude.

In February 2021, SHAPE Attitude Ghana participated in a sensitisation and awareness programme organised by the African Methodist Episcopal (AME) Zion Church of Winneba. The programme was the Annual Women's Convention with the theme "Globally Committed to Environmental Stewardship." The delegates to the convention were sensitised on the need to protect the environment from destruction. It was the first of its kind for a church programme to centre the theme on environmental protection.

SHAPE Attitude Ghana and University of Education, Winneba (UEW) formalised their collaboration by signing a memorandum of understanding in March 2021 to govern their activities.

The Organisation extended its activities to Cape Coast in the Central Region with sensitisation messages to pupils of the University Practice School and donated trash bins and posters to the school.

The annual orientation of final year students in accredited tertiary institutions in collaboration with National Service Scheme took place with visits to Kasoa, Cape Coast and Winneba. The students were charged with engaging the communities in sanitation matters during their service time. Around the same time, SHAPE Attitude participated in the launching of the monthly clean-up campaign by the Regional Office of the National Service Personnel Association (NASPA) in Cape Coast.

As usual, the Word Environment Day (WED) and the Seventh Anniversary of SHAPE Attitude Ghana were observed jointly with SACOST-UEW in June 2021. The WED celebration involved a tour on the North Campus of UEW by stake holders concerned with environmental protection such as Forestry Department and Environmental Health Office.

As the usual practice, the Organisation provided support to final year students of the Department of Theatre Arts, UEW who undertook their field work at Gyangyanadze, a village near Winneba. The Winneba Ministers Fellowship invited SHAPE Attitude Ghana to their meetings to produce a plan for keeping Winneba clean. Similarly, the Tourism Society of Ghana invited SHAPE Attitude Ghana to a planning and launching of "Youth for Tourism" Festival to be organised in Winneba

Media programmes on sanitation by Radio Peace Winneba and Radio Windy Bay of UEW continued in earnest aimed at increasing awareness towards attitudinal change.

## 1.0 INTRODUCTION

SHAPE Attitude Ghana used more of the social media in reaching out to the communities due to the limitations arising from COVID-19. Our physical activities in the schools were curtailed although our personnel made visits to several schools in Winneba with sensitisation messages. The Organisation extended its activities to the University Practice School in Cape Coast and also participated in events organised by the Regional Office of the National Service Personnel Association in Cape Coast. Collaboration with the University of Education of Winneba (UEW) was cemented during the year. The World Environment Day and the 7<sup>th</sup> anniversary of the organisation were successfully celebrated jointly with SACOST of UEW.

## 2.0 IMPLEMENTATION OF ACTIVITIES

### 2.1 Visits to Schools

Seventeen schools were visited three to four times from January to end of July 2021. This was possible due to assignment of two National Service Personnel to the Organisation. During the visits, the pupils were engaged in sensitisation and awareness talks on environmental cleanliness. The schools were encouraged to have teachers and pupils from each class who would serve as focal persons for sanitisation in schools. The focal persons would work out plans for carrying out their activities and also serve as watch dogs for recalcitrant pupils who litter on school grounds.

### 2.2 Exercise with Theatre Arts Final Year Students

Final year students of the Department of Theatre Arts, UEW who undertook their field work at Gyanganadze, a village near Winneba, were given support in terms provision of trash bins and physical presence of SHAPE Attitude personnel at the durbar of people and chiefs of the village. The durbar marked the end of their stay in the village taking the community through environmental protection activities, especially cleanliness.

### 2.3 Orientation of National Service Personnel

SHAPE Attitude Ghana joined the National Service Scheme for the orientation of final year students in tertiary institutions in the Central Region. The service personnel were tasked to become agents of change on sanitation and promote good sanitary practices when they go out to their stations or work places. Institutions visited include Abbeam Institute of Technology, Kasoa; University of Cape Coast; Archbishop Porters Girls Polytechnic, Cape Coast; Ola College of Education, Cape Coast; College of Community Health and Nursing Training, Winneba; St Peters Regional Seminary, Cape Coast; Nursing and Midwifery Training College, Cape Coast; and Cape Coast Technical University.

## **2.4 Collaboration with University of Education, Winneba**

SHAPE Attitude Ghana and University of Education, Winneba, have been collaborating since 2015. The collaboration was cemented with the signing of a memorandum of understanding in March 2021 and a "Sanitation Task Force" of SHAPE Attitude Ghana and UEW established.

## **2.5 Church Activities**

In February 2021, SHAPE Attitude Ghana participated in a sensitisation and awareness programme organised by the African Methodist Episcopal (AME) Zion Church of Winneba. The programme was the Annual Women's Convention with the theme "Globally Committed to Environmental Stewardship." The delegates to the convention were sensitised on the need to protect the environment from destruction. It was the first of its kind for a church programme to centre its theme on environmental protection.

The Winneba Ministers Fellowship invited SHAPE Attitude Ghana to their meetings to produce a plan for keeping Winneba clean. Similarly, the Tourism Society of Ghana invited SHAPE Attitude Ghana to a planning meeting and launching of "Youth for Tourism" Festival to be organised in Winneba

## **2.6 World Environment Day 2021**

As usual, the Word Environment Day (WED) and the Seventh Anniversary of SHAPE Attitude Ghana were observed jointly with SACOST-UEW in June 2021. The WED celebration involved a tour on the North Campus of UEW by stake holders concerned with environmental protection such as Forestry Department and Environmental Health Office. The group discussed plans to protect a stream and a forest on the Campus and at the end of the tour mounted posters on the banks of the stream to inform people not to throw rubbish in the stream. The anniversary of the organisation was observed at the same time with the World Environment Day. In addition to the tour on North Campus, tree planting was undertaken at the south campus by pupils of University Practice School.

## **2.7 Media Activities**

All the three radio stations in Winneba, Radio Peace, Radio Windy Bay of UEW and NYCE FM of Challenging Heights, accorded SHAPE Attitude Ghana free airtime to disseminate information on good sanitary practices. The dissemination took the form of panel discussions, daily messages on stopping littering on Radio Peace and coverage of events organised by the Organisation.

There were Panel discussions at Radio Peace and Radio Windy Bay to mark the Word Environment Day and 7th Anniversary of SHAPE Attitude Ghana

## **3.0 AUDITED ACCOUNTS AND RENEWAL OF LICENCES**

### **3.1 Audited accounts**

The audited accounts of 2020 was completed by B Omane-Antwi Consult, Chartered Accountants and the annual returns submitted to the Registrar General General's Department before the deadline of April 2021

### **3.2 Renewal of licenses/certificates**

#### **3.2.1 Registrar General's Department**

Returns to the Registrar General's Department were submitted in time in April 2021.

#### **3.2.2 NGO certificate**

The Organisation renewed its NGO certificate with the National Non-Profit Organisation Secretariat (formerly with Department of Social Welfare) in June 2021. There was a delay in the renewal of the NGO certificate owing to a change in the responsible agency from Department of Social Welfare in Cape Coast to Non-Profit Organisation Secretariat which does not have an office at the Regional level in Cape Coast.

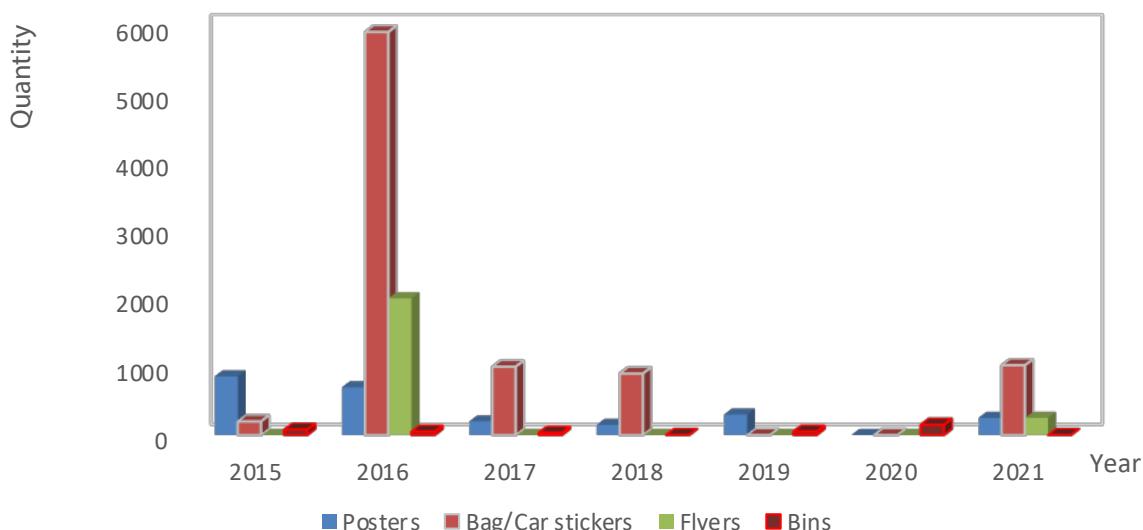
## **4.0 REPORTING**

Annual implementation report, preparation of financial statements for auditing and annual audit report were all duly completed.

## **5.0 ACQUISITION OF MATERIALS**

More materials were procured in 2021 than in 2020. Two hundred and fifty posters, one thousand and twenty car/bin stickers and two hundred and fifty flyers were acquired compared to only 150 trash bins procured in 2021.

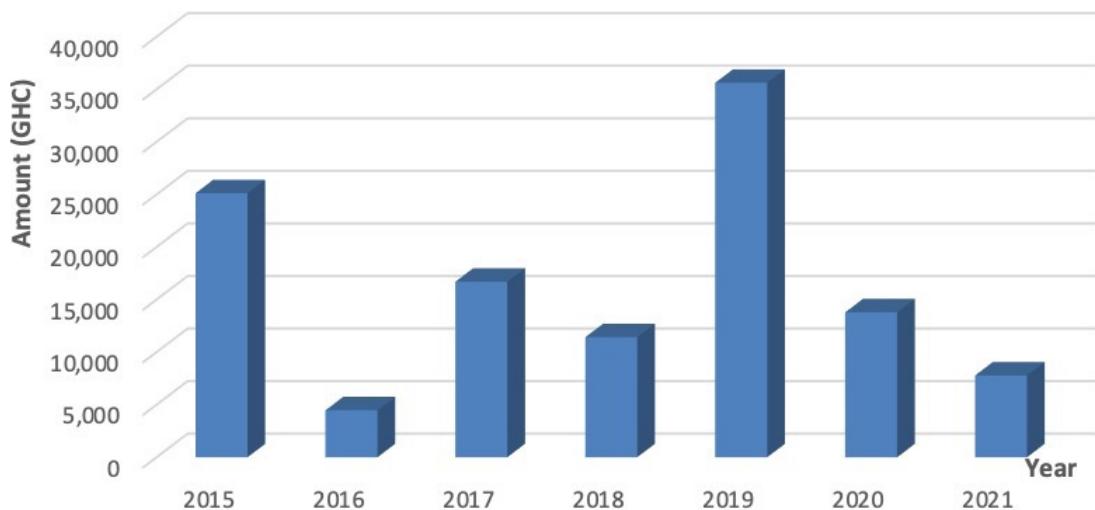
Chart 1 Materials produced or acquired  
in 2015 - 2021



## 6.0 FUNDING

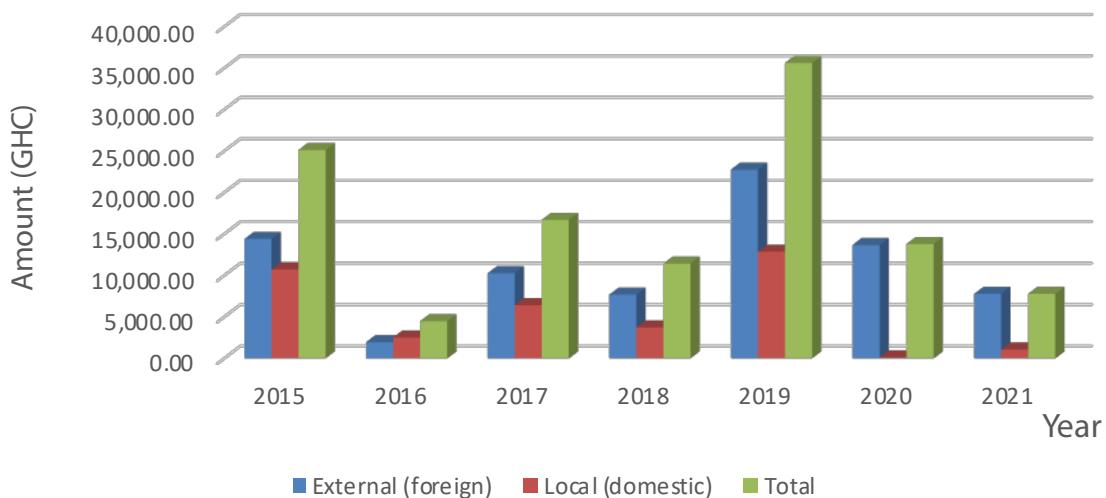
Total cash donation in 2021 came to GHC7,776 compared to GHC13,785 of 2020. Chart 2 shows the amounts received between 2015 and 2021 and annex 3 shows the list of donors in 2021.

Chart 2 2015 to 2021 donations (GHC)



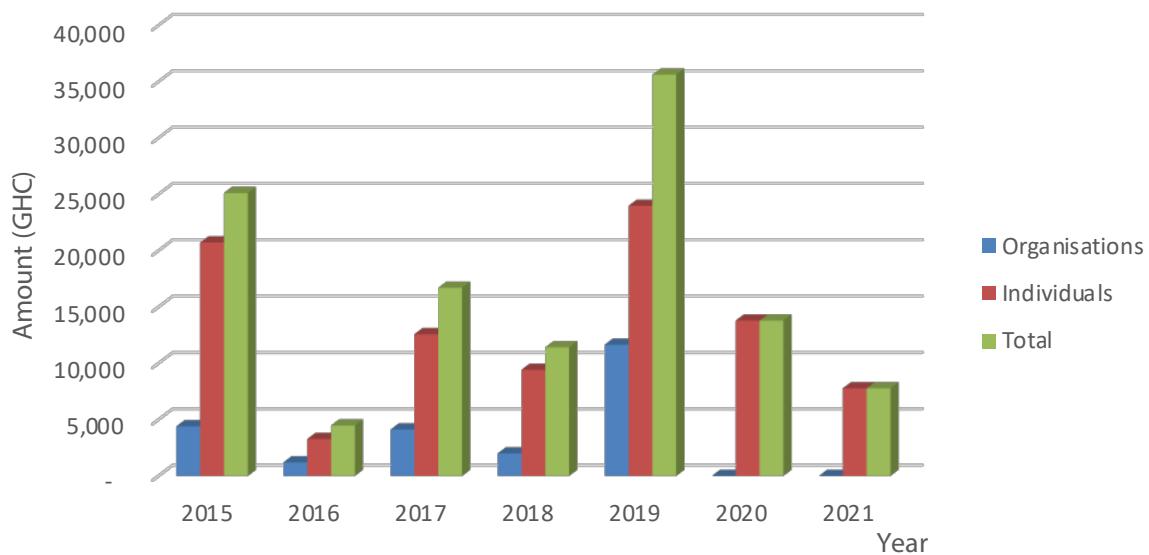
External funding continued to be the main source of funding constituting 86.16 per cent in 2021 compared to 99 percent in 2020. Without the external funding it would not have been possible to carry out activities. Chart 3 shows the external and domestic sources of funding from 2015 to 2021.

Chart 3 External versus domestic funds 2015 - 2021



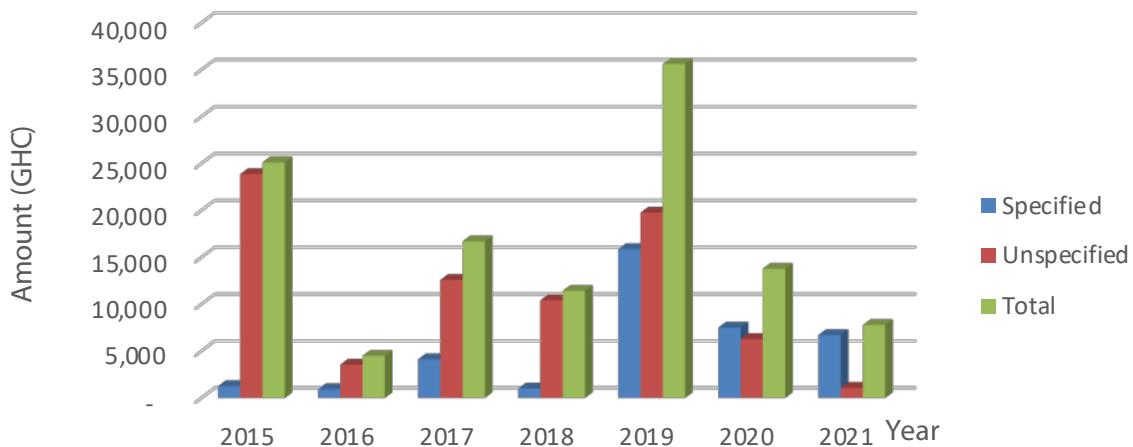
All the funding in 2021 was from individuals as was the case in 2020. Refer to chart 4 for the trend since 2015. The source of funding has implication on the implementation of activities especially where it is skewed towards particular source. The moment that source seizes, activities will be stalled.

Chart 4 Donations from organisations and individuals (GHC): 2015 - 2021



Another limitation to the funding is that a big portion (86 percent) is tied to specific activities. Funds tied to specific activities limit their application and implementation of activities. Chart 5 shows the distribution from 2015 to 2021.

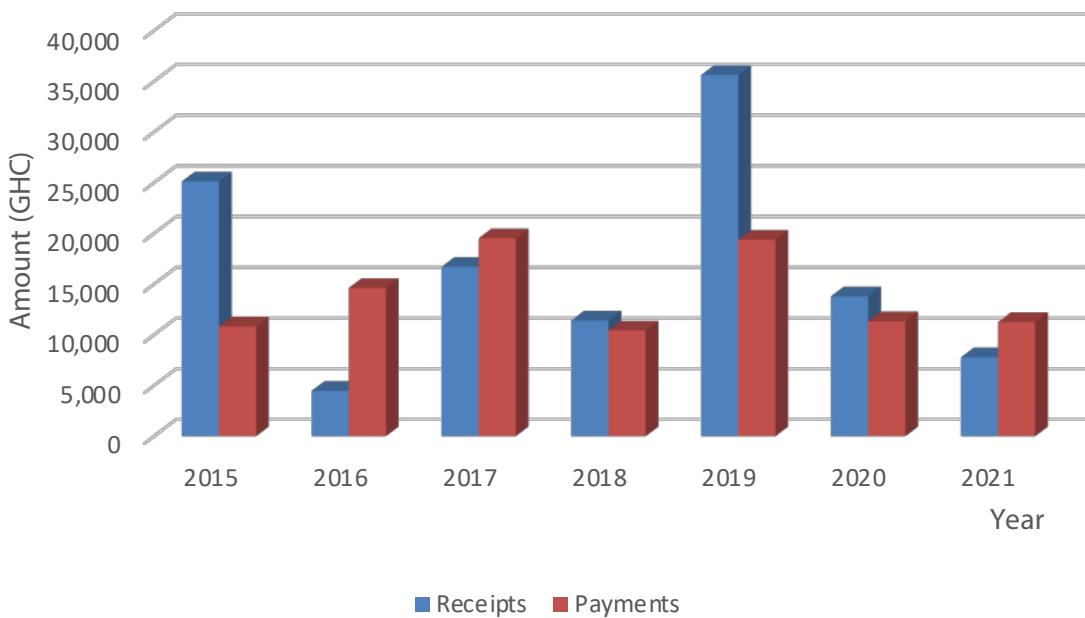
Chart 5 Distribution of funds for specified and unspecified activities (GHC) : 2015 - 2021



## 7.0 DONATIONS RECEIVED AND PAYMENTS MADE

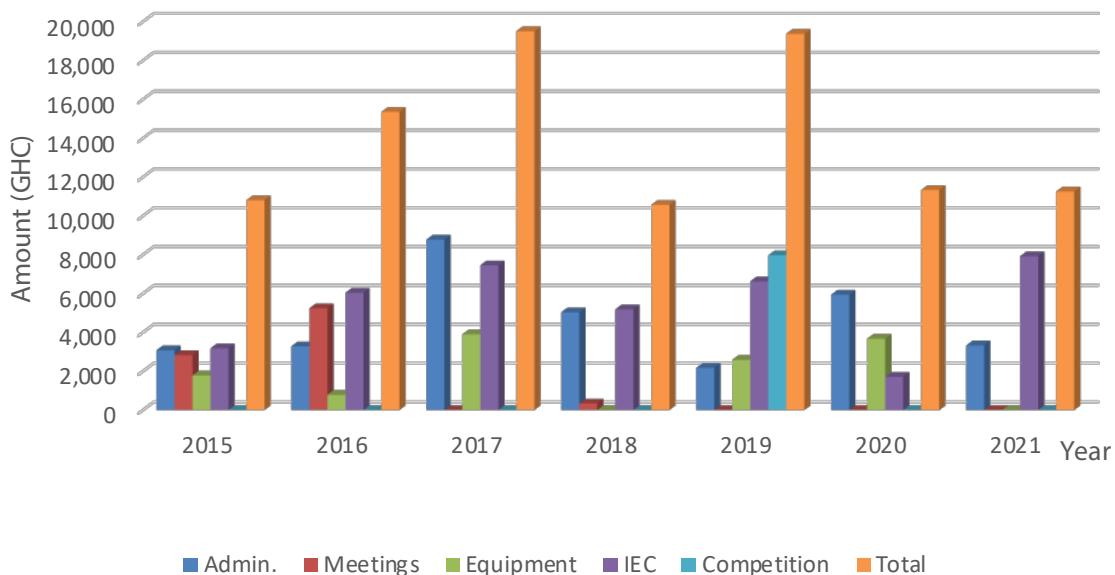
Donations received was GHC7,776 but payments made came to GHC11,255 which exceeded the funds received by GHC3,479 (almost 45 per cent. The excess was funded with surplus from 2020.

Chart 6 Donations received and payments : 2015 - 2021



Administrative cost has always taken the biggest share of the expenditure because the Organisation is not involved in physical management of waste but mainly sensitisation and raising of awareness. The administrative costs include personnel, fuel cost, licences, office rental, communication, website cost, utilities (electricity) and stationery. For the year 2021, administrative costs constituted 42 percent of the total cost compared to 52 percent in 2020.

Chart 7 Breakdown of expenditure (GHC): 2015 - 2021



## 8.0 CHALLENGES

Developments in 2020 brought to light the need to diversify the delivery methods of our interventions which until the onset of COVID-19 were mainly physical meetings in groups. The diversification calls for logistical arrangements that will have the desired effectiveness in the short term especially reaching out to our primary target group.

Collaboration with some key stake holders is still below expectation, yet this is one of the main factors that could help to accelerate the gains of maintaining good sanitary conditions.

Irregular and untimely emptying of bins by the relevant authorities have not helped with the sensitisation messages to the public.

Littering among the general population has become cancerous and therefore requires very stringent measures to stop or minimise it.

## 9.0 CONCLUSIONS

Activities picked up in 2021 as it was possible to visit schools and hold meetings with other organisations contrary to 2020 when COVID-19 restrictions constrained implementation of planned activities. Engagement of the teachers and pupils was quite encouraging with visit to seventeen schools compared to more than thirty in the years preceding 2020. The World Environment Day and the 7<sup>th</sup> Anniversary of SHAPE Attitude Ghana were successfully held. Equally successful were media activities and support to the final year Theatre Arts students in their field work on sanitation.

Plans for formalising collaboration with UEW will continue in order to pave the way for strengthened working mechanisms and implementation of activities.

Establishment of litter free zones is one of the ways that can enhance the spread of cleanliness message in the community. Experience on the ground has shown over time that without enforcement of bye laws on sanitation, sensitisation alone will not work to achieve the expected outcome. Community sensitisation alongside community sanctions would be helpful in achieving litter free communities.

**ANNEX 1**  
**RECEIPTS AND EXPENDITURE STATEMENT: JANUARY –**  
**DECEMBER 2020**

<b>Funds Available</b>		<b>GHC</b>
Balance from 2019		17,503.05
Receipts in 2020		13,785.35
<b>Total funds available</b>		<b>31,288.40</b>
<b>Expenditure</b>		
<b>Administrative expenses</b>		<b>5,785.98</b>
- Bank charges	100.00	
- Website maintenance - domain	935.98	
- Renewal of licences - NGO certificate	450.00	
- Stationery and printing of reports	780.00	
- Utilities - electricity	300.00	
- Office rental	720.00	
- Fuel	1,600.00	
- Allowance for service personnel	900.00	
<b>Equipment and materials</b>		<b>3,925.00</b>
- Trash bins	3,675.00	
- External disc	250.00	
<b>Information, education &amp; communication</b>		<b>1,620.05</b>
- Posters	0.00	
- Media	776.05	
- Volunteers for events T&T	0.00	
- Fuel for field operations	844.00	
<b>Total expenditure</b>		<b>11,331.03</b>
<b>Excess/deficit: receipts over expenditure</b>		<b>19,957.37</b>

## ANNEX 2

### LIST OF RESOURCE PERSONS – 2021

Name	Role
Mr Wonderful Baisie Ghartey, Founder	Director
Mr Andrew K. Asamoah, Executive Chairman, A&C Development Company	Chief Advisor
Prof Kolawole Raheem, SACOST/UEW	Technical Advisor
Lord Nelson Ofori Addo, Snr Graphic Designer, UEW	Design of posters, banners etc
Mr Eric Sekyere Appiah, Snr Graphic Designer, UEW	Website Development and maintenance
Ms Esther Ama Nyarkoa, Presenter, Radio Peace	Media promotion
Bright Fugar, Radio Windy Bay, UEW	Media promotion
Jones Appiah Kubi, Radio Windy Bay, UEW	Media promotion
Mr Amos Amamoo, Asst Registrar, UEW	Logistics
Mrs Victoria Amissah Ghartey	Logistics
Mr Albert Buabeng, Estate Manager, Formerly of Trauma Hospital, Winneba	Monitoring and evaluation
Mr J. B. K. Ntsiful, PRO, Ghana Education Service, Winneba	Coordination of school activities

## **ANNEX 3**

### **LIST OF 2021 DONORS**

Name	Location	Activity
Loneri Designs	Winneba	Production of posters
Lord Nelson Ofori	Winneba	Design of materials viz posters and sign posts
Eric Sekyere Appiah	Winneba	Website maintenance
Ms Angela Karmand	WHO, Geneva	Unspecified
Mr Kofi Baisie Ghartey	Gilbert, Phoenix	Media activities
Wonderful Baisie Ghartey	Winneba	Unspecified
Univ. of Education, Winneba	Winneba	Meeting venue
Utmost Konsult	Accra	Accounts preparation
B. Omane-Antwi Consult	Accra	Auditing of accounts

## ANNEX 4

### 2021 ACTIVITY PICTURES

#### VISITS TO SCHOOLS



Mr Wonderful Basie Ghartey delivering a presentation to students of  
College of Community Health and Nursing Training, Winneba





Berlinda, a national service person delivering Shape Attitude's sensitization messages at Don Bosco School, Winneba



At Ansarudeen Islamic School



At Mothers' Unique Love



At Saint John Anglican School, Winneba



At Methodist B School, Winneba

## EXERCISE WITH THEATRE ARTS FINAL YEAR STUDENTS



Delivering a message at Gyangyanadze, Winneba during a project by final year Theatre Arts Students, UEW



Some students in a cultural dance at Gyangyanadze durbar



Some of the final year Theatre Arts Students, Lecturers, Head of SACOST and Director of SHAPE Attitude Ghana in a pose.

## ORIENTATION OF NATIONAL SERVICE PERSONNEL



SHAPE Attitude Ghana donating trash bins and posters to the  
Cape Coast Metropolitan Hospital during NASPA's Regional Delegates Conference 2021



Pre-National Service Orientation at Abbeam Institute of Technology, Kasoa



The Director Shape Attitude Ghana in a pose with some of the organizers of the pre-national service orientation



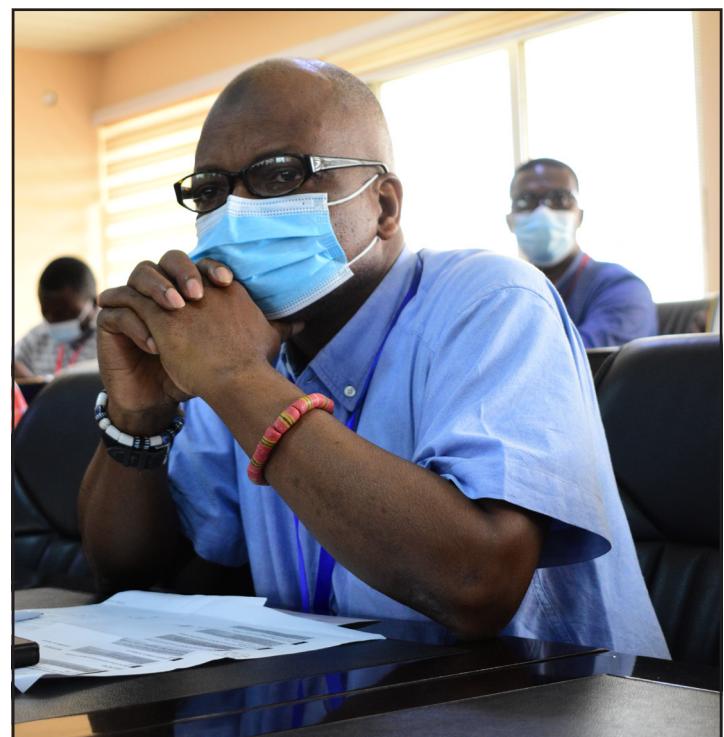
## COLLABORATION WITH UNIVERSITY OF EDUCATION, WINNEBA



From left, the Director of GES, Winneba, Mrs. Mable Judith Micah, Mr Wonderful Basie Gharterey, Director of Shape Attitude Ghana, Rev. Fr. Prof. Afful-Broni, VC, UEW and Prof. Andy Ofori-Birikorang, Pro-VC, UEW signing the MoU documents.



Mr Wonderful Basie Gharterey receiving the MoU document from Rev. Fr. Prof. Afful-Broni, VC UEW



Prof. Raheem Kolawole, Head of SACOST at the MoU signing occasion



Group picture with Management of UEW and the Sanitation Task Force after the signing of the MoU between Shape Attitude Ghana and UEW



The swearing in of the Sanitation Task Force, UEW



Mr Wonderful Basie Ghartey delivering his speech at the Official Launch of YOTOFEST 2022

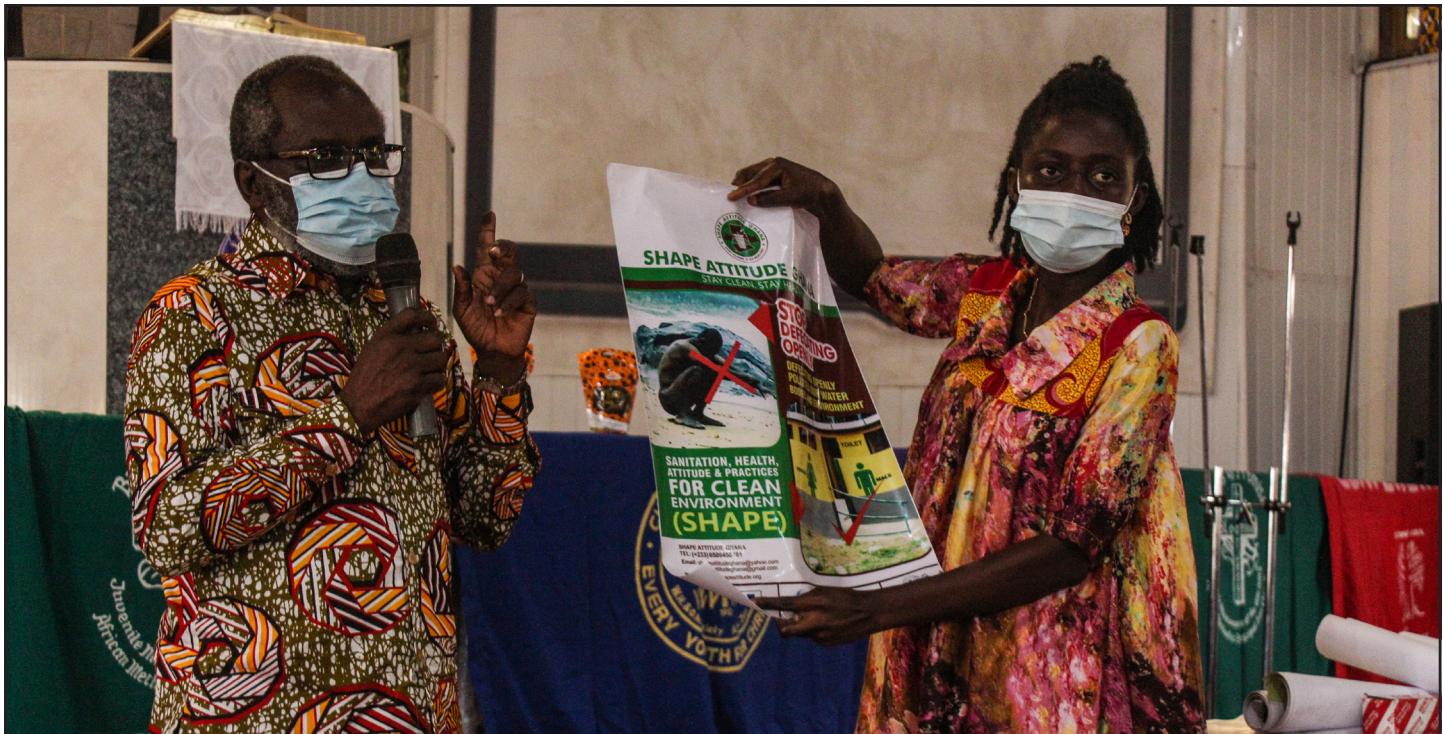


A section of the participants at the Official Launch of YOTOFEST 2022



A group picture of some of the participants who were at the YOTOFEST 2022 Launch

## CHURCH ACTIVITIES



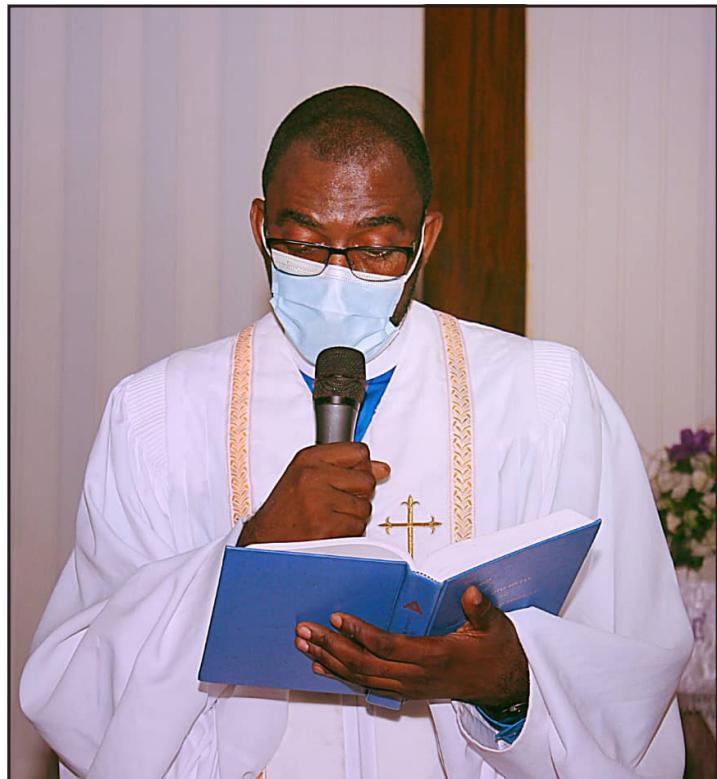
Ms. Berlinda Ofori Atta, a National Service Personnel and Director of Shape Attitude Ghana on a sensitisation drive at A.M.E Zion Church, Winneba



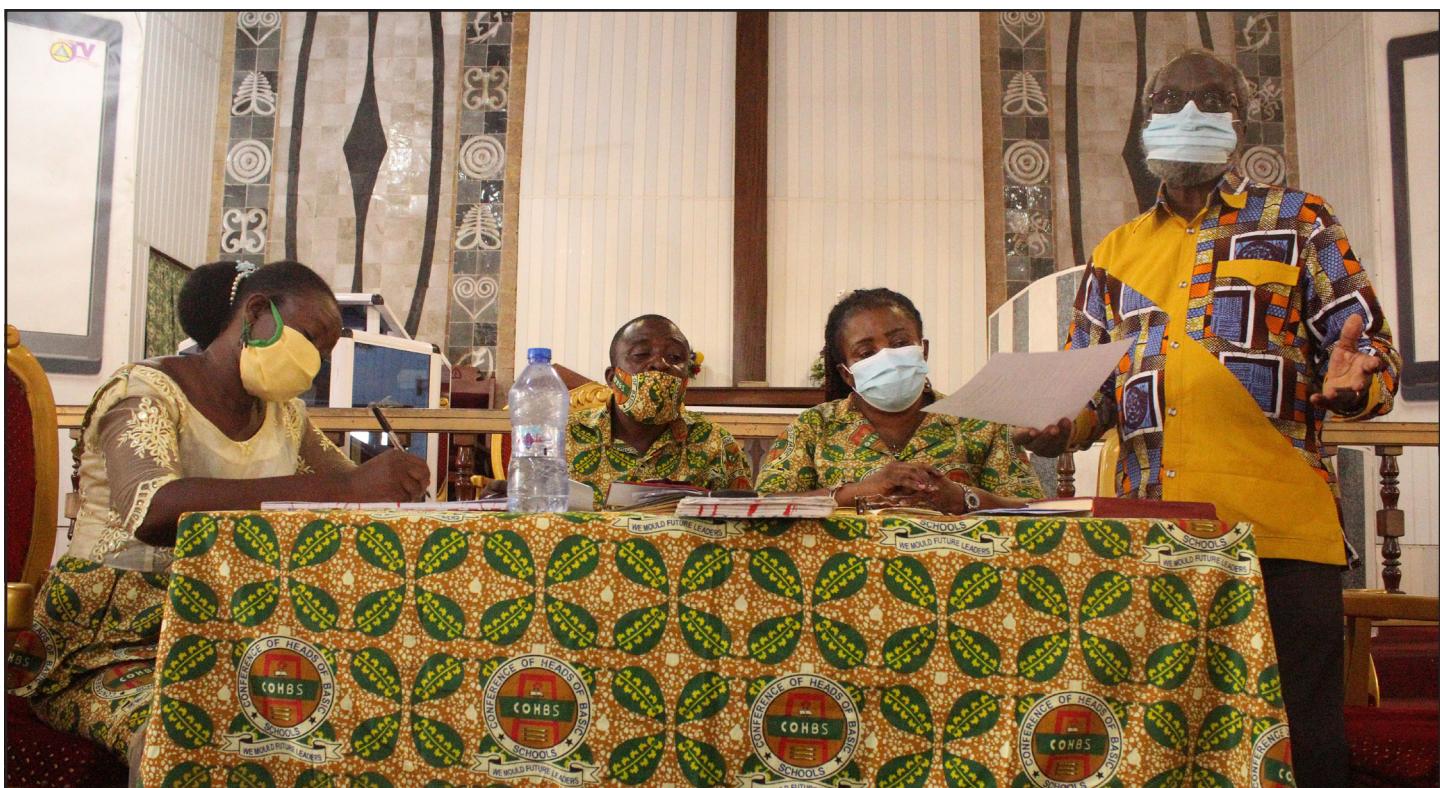
A section of the congregation at the A.M.E. Zion Church, Winneba



A Church member contributing to the discussion on sanitation



Rev Solomon Odoom, A.M.E. Zion Church, Winneba leading the church activities



Meeting of Heads of Basic Schools in Winneba

## WORLD ENVIRONMENT DAY 2021



A visit to depleted water bodies at the North Campus during World Environment Day 2021 celebration by Shape Attitude Ghana and SACOST, UEW



Prof. Kolawole Raheem revealing how beautiful the water bodies looked before they got depleted





Some of the participants observing a drainage choked with plastic waste



Prof. M. K. Amedeker, Prof. Kolawole Raheem and Mr Wonderful Basie Ghartey



## SEVENTH ANNIVERSARY OF SHAPE ATTITUDE GHANA



Tree planting at the University Practice Schools (UNIPRA) South with representatives from Ghana Education Service, University of Education, Winneba, Forestry Commission as well some students and teachers from UNIPRA and members from SHAPE Attitude Ghana





The Director of Ghana Educational Service, Winneba, Mrs. Mable Judith Micah delivering a message at the occasion



The Environmental Health Officer, Mrs. Susana Martinson speaking at the anniversary celebration



Ms. Emma Frempong (left), Head Mistress, UNIPRA South Inclusive and Prof. Kolawole Raheem (right), Head SACOST, UEW



Mad. Faustina Anima (in green shirt), Director of the Forestry Commission, Winneba

## MEDIA ACTIVITIES



From left, Prof. Kolawole Raheem, Mrs. Susana Martinson and Mr. Wonderful Basie Ghartey at Radio Windy Bay discussing issues pertaining sanitation



Mr Jones Appiah Kubi, host of the radio discussion







# SHAPE ATTITUDE GHANA

## STAY CLEAN, STAY HEALTHY

## 2021 ANNUAL REPORT

Shape Attitude Ghana Organisation  
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