



# SHAPE ATTITUDE GHANA

STAY CLEAN, STAY HEALTHY



# ANNUAL REPORT

20  
25

# SHAPE ATTITUDE GHANA

2025 Annual Report

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## **Acronyms**

GES	-	Ghana Education Service
NPO	-	Not-for-Profit Organisations
SACOST	-	Centre for School and Community Science and Technology Studies
SHAPE	-	Sanitation, Hygiene, Attitude and Practices for Clean Environment
UEW	-	University of Education, Winneba
UNIPRA	-	University Practice School
WED	-	World Environment Day

## **Acknowledgements**

Ms. Angela Karmand and Mr. Kofi Baisie Ghartey have been the main source of financial support to the Organisation all these years for which we remain grateful. We extend our thanks to Mr. Andrew K. Asamoah, a staunch supporter of Shape Attitude Ghana, for his guidance, moral and financial support.

We thank the Ghana Education Service (GES) of the Effutu Municipality for their unrelenting collaboration by giving us access to the schools to carry out awareness and sensitisation activities

Our thanks also go to the Chief and Chairman of the Effutu Traditional Council, Neenyi Ghartey VII for his relentless support.

The support of Utmost Konsult and B. Omane-Antwi Consult cannot be underestimated. Our accounts have always been prepared by Utmost Konsult and audited by B. Omane-Antwi at no cost to the Organisation since 2015. Additionally, Utmost Konsult provides operational and financial advice and arranges for submission of our annual returns to the Office of the Registrar General. We remain grateful to them.

We are grateful to Radio Peace of Winneba and Radio Windy Bay of the University of Education, Winneba (UEW) for dissemination of our sensitisation and awareness messages.

Our acknowledgement will not be complete without mentioning those who have shown the true spirit of voluntarism in working with Shape Attitude Ghana in the planning, and implementation of activities and indeed financial support. Among them are Gracelove Creations, Mr. Amos Amamoo, Mr. Lord Nelson Addo Ofori, Mr. Eric Sekyere-Appiah and Prof. Gifty Appiah-Adjei, all four of them from University of Education, Winneba; Mr J.B.K. Ntsiful of Ghana Education Service, Winneba; and Mr Albert Buabeng. The others are The National Service Scheme; Mrs. Victoria Amissah Ghartey; Ms Esther Ama Nyarkoa of Radio Peace, Winneba; Mr Bright Fugar of Radio Windy Bay of UEW and Mr Alex Ofofu Yeboah of the Department of Social Welfare Office for facilitating the renewal of our NPO licence.

Finally, Shape Attitude Ghana would like to thank all its well-wishers, individuals and organisations, who have contributed to keeping the Organisation going.

## **EXECUTIVE SUMMARY**

Shape Attitude Ghana, a not-for-profit organization, was established in June 2014 with the aim of enabling communities develop a culture of keeping their surroundings clean through behavioural change. Pupils in basic schools are the primary target group for addressing negative attitudes in the hope that the school children will grow up with positive attitude towards sanitation and the environment in general.

A positive development was that a community member, Mr Armah Cole, who has offered his premises at Ansaful for a weekly Child Welfare Clinic (CWC) by the Community Health Nurses invited Shape Attitude Ghana to give awareness and sensitisation talk to the mothers on the importance of good sanitary practices.

In June 2025, Shape Attitude Ghana in collaboration with Centre for School and Community Science and Technology Studies (SACOST) of the University of Education, Winneba and the Ghana Education Service of the Effutu Municipality observed the World Environment Day (WED) and the eleventh anniversary of SHAPE Attitude Ghana in Winneba at the A.M.E. Zion School where a durbar was held. At the ceremony were the Directors of Effutu Municipal Education Office; Shape Attitude Ghana and SACOST. Lecturers from SACOST joined their Director at the durbar. The Directors delivered speeches on environmental cleanliness and protection of the earth. In the weeks leading to June 2025, quiz and debate competitions were held among the basic schools.

The National Service Personnel assigned to Shape Attitude Ghana undertook drama performances in the schools to raise awareness on negative consequences of poor sanitary conditions and hence the importance of keeping the surroundings clean all the time to prevent diseases.

The Service Personnel ended their service in October 2025 and a new one was posted in December 2025

As per statutory requirements, the Organisation fulfilled all its regulatory obligations with the Registrar General's Department (RGD), Ghana Revenue Authority (GRA), and Secretariat of Not-for-Profit Organisations. Having fulfilled all the requirements, the relevant licences were renewed by the due dates.

# SHAPE ATTITUDE GHANA

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### 1. Introduction

Shape Attitude Ghana marked its eleventh anniversary in June 2025. The occasion was observed in conjunction with the World Environment Day which also fell in June 2025.

Voluntary community engagement is picking up. A community member invited Shape Attitude Ghana to a weekly Child Welfare Clinic (CWC) by the Community Health to give awareness and sensitisation talk to the mothers on the importance of good sanitary practices.

On the school activities, the National Service Personnel assigned to Shape Attitude Ghana used drama as means of raising awareness and promoting cleanliness in the schools.

As usual, Shape Attitude Ghana fulfilled all its tax and licencing obligations timely and had its NPO licence renewed.

### 2. Implementation of activities

#### 2.1. School activities

The deployment of National Service Personnel facilitated outreach activities in schools. The service personnel used drama as means of awareness raising and sensitisation on sanitation and preservation of the environment in the schools. The exercise was very successful.



*Fig. 1. Drama performance by pupils from A.M.E Zion Basic Schools*

## 2.2. Community engagement

A positive development was that a community member, Mr Armah Cole, who has offered his premises at Ansaful for a weekly Child Welfare Clinic (CWC) by the Community Health Nurses invited Shape Attitude Ghana to give awareness and sensitisation talk to the mothers on the importance of good sanitary practices.



**Fig. 2. Sensitisation talk at the Ansaful community in Winneba organised by Mr Armah-Cole (on the left bottom). On the top right is the Director of Shape Attitude Ghana, Wonderful Baisie Ghartey**



*Fig 3: The Municipal Chief Executive, Hon. Rev. Atta Mensah , in the middle front row with members of the Asafo Companies at the Winneba Beach clean-up exercise.*



*Fig. 4. Clean-up along the Winneba beach organised by the Effutu Development Committee led by Benjamin Fii Ghunney.*



**Fig. 5. The Director of Shape Attitude Ghana talking to Heads of the Asafo Companies**

### **2.3 World Environment Day (WED) 2025 and Eleventh Anniversary of Shape Attitude Ghana**

Shape Attitude Ghana marked its eleventh anniversary in June 2025. The occasion was marked jointly with the World Environment Day as has been the practice since the inception of Shape Attitude Ghana. The theme for the WED and the anniversary was “Ending Plastic Pollution”.

Activities that were undertaken to mark the events include cleanup in the schools, quiz and debate competitions in schools and a durbar on the grounds of A.M.E Zion JHS School.



**Fig. 6. A representative of the Director of Ghana Education Service Effutu, Headteachers, Head of SACOST, the Head of the Research Centre of UEW, and Shape Attitude Ghana at WED 2025 and 11<sup>th</sup> Anniversary Dubar.**



***Fig. 7. Contestants from A.M.E Zion Basic School at the quiz competition***

A representative of the Director of Ghana Education Service Effutu, Mr J.B.K Ntsiful, was present at the durbar and gave a speech on environmental protection. Also present were the Chairman of Council of Churches, Bishop Fransis Odoom; The Heads of the Research Centre of UEW and SACOST.



***Fig. 8. Dignitaries that were present at the 11<sup>th</sup> Anniversary***

## 2.4 Media activities

Collaboration with Radio Peace, Winneba and Radio Windy Bay, UEW continued in earnest. The two stations offered free air time for sensitisation programmes and coverage of events. Two more stations namely, AED and Osimpam came on board in the last quarter of 2025 to spread the message on environmental cleanliness and good hygiene.



*Fig. 9. Nana Ama Nyameke Biney, AED Ghana presenter on one-on-one interview with Mr. Wonderful Baisie Ghartey, Director of Shape Attitude Ghana.*



*Fig. 10. AED Ghana production team with Mr. Wonderful Baisie Ghartey and the National Service Personnel from Shape Attitude Ghana.*

### 3. Audited accounts and renewal of licences

#### 3.1. Audited accounts

Utmost Konsult prepared the 2024 accounts and was audited by B Omane-Antwi Consult, Chartered Accountants, in the first quarter of 2025 for submission of tax and annual returns to the Ghana Revenue Authority and Registrar General’s Department before the deadline of 30<sup>th</sup> April 2025.

It must be noted that Utmost Konsult and B. Omane Consult have prepared and audited the Organisation’s accounts since 2015 at no cost to the Organisation.

#### 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 the first quarter of 2025.

##### 3.2.2.Not-for-Profit Organisation (NPO) certificate

The Organisation renewed its NPO licence with the National Non-Profit Organisation Secretariat in July 2025 when it was due.

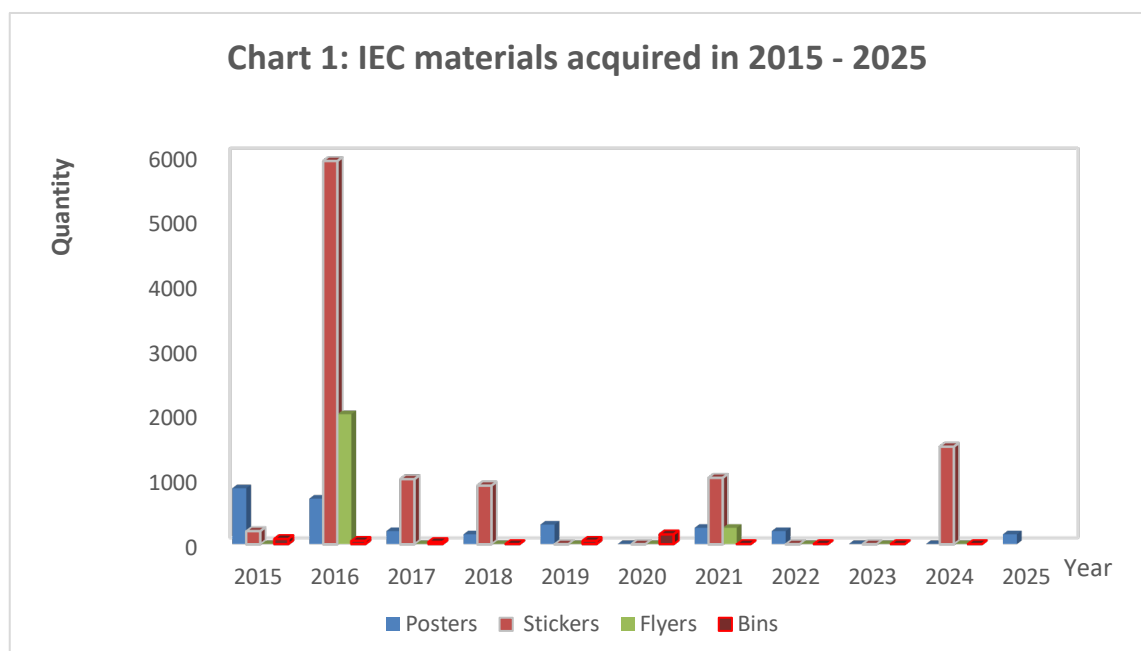
### 4. Reporting

Annual implementation report, preparation of financial statements for auditing and annual audit report were all completed within the first quarter of 2025.

### 5. Acquisition of materials

Three banners, two billboard stickers, posters and stickers were acquired for the World Environment Day and 11<sup>th</sup> Anniversary of Shape Attitude Ghana.

A printer, projector, external hard drive and six bins were also acquired during the period under review.

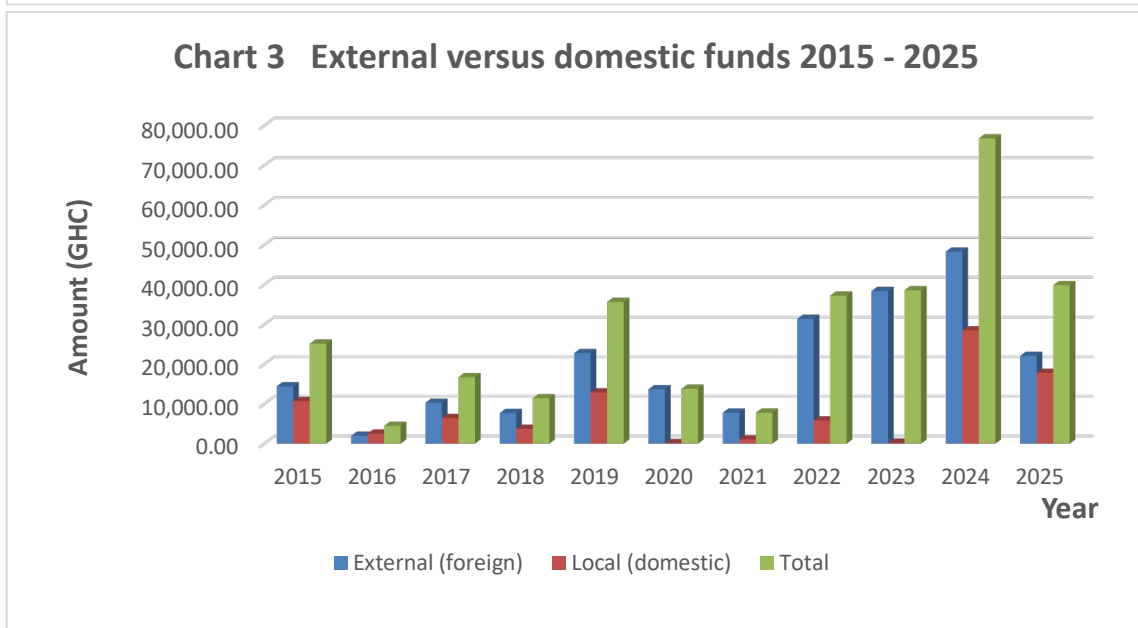
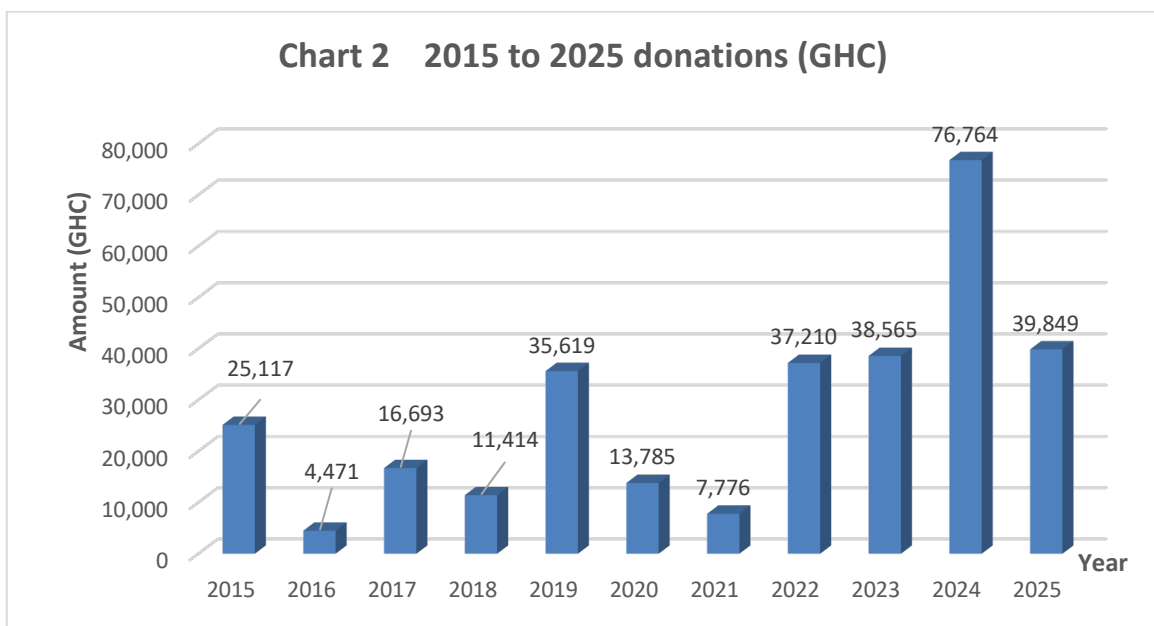


## 6. Funding

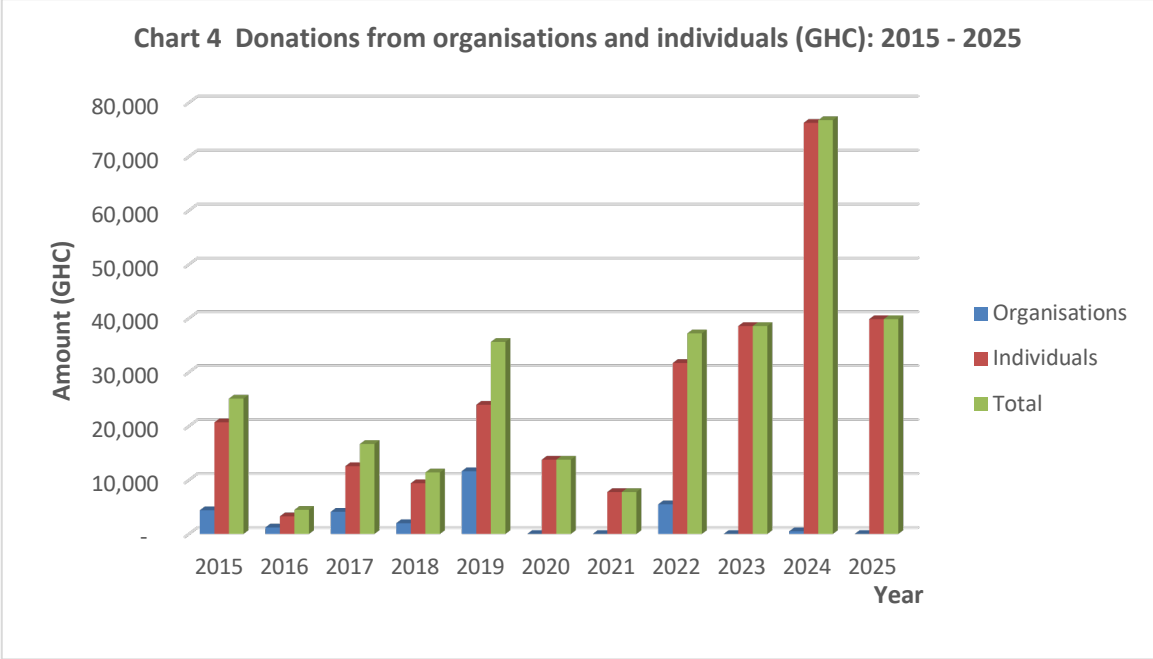
The Organisation received GHC39,848.73 cash donations in 2025 as against GHC76,763.74 in 2024. This shows a marked decrease of 48% in the 2024 donations. Two factors accounted for the fall in the donations, these are the appreciation of the cedi and seizure of funding from one of the external sources. Chart 2 shows the amounts received between 2015 and 2025 and annex 3 shows the list of donors in 2025.

As usual, funding showed over dependency on foreign support which constituted 55.38% of the total amount of GHC39,849. The comparative percentage share of foreign funding was 62.90% in 2024 and 99.48% in 2023. The cumulative percentage share of foreign funding since 2015 is 71%.

Chart 3 shows the external and domestic sources of funding from 2015 to 2025.



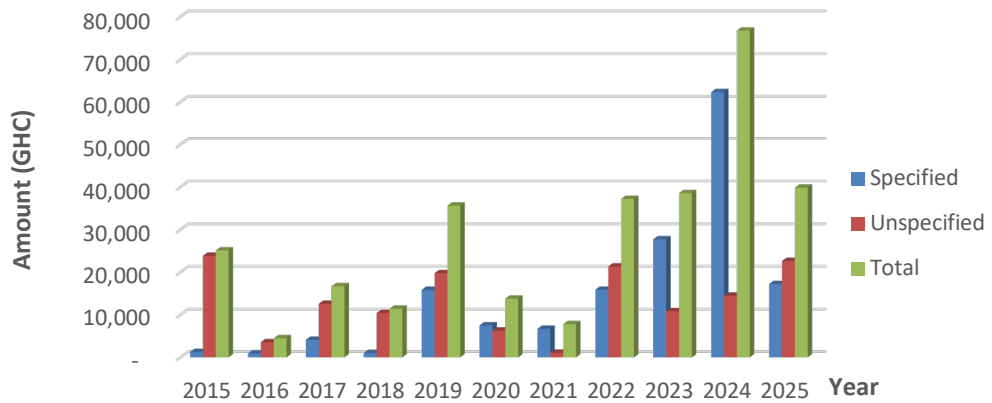
There was no funding from any organisation in 2025. In 2024 only GHC500.00 (0.65%) of the amount came from organisations with the rest from individuals. The picture is no different from 2023 and 2022 where the contribution of individual funding constituted 100% and 85%. Refer to chart 4 for the trend since 2015. The sources of funding have implications on implementation of activities especially, where it is skewed towards one source. The moment that source ceases, activities would stall.



Out of a total of GHC39,849 donations received in 2025, GHC17,217 (43%) was tied to specific activities with 57% not tied to specific activities. The comparative percentage figures in 2024 were 81% (GHC62,301.73) tied and 19% (GHC14,462) untied. Although there was a percentage decrease in the untied amount, the absolute figure was not as much as in 2024. The corresponding amount tied to specific activities in 2023 was GHC27,723 (72%) out of GHC38,564. A balanced proportion of the tied and untied funds allows for flexibility in the implementation of activities.

Chart 5 shows distribution of specified and unspecified funds from 2015 to 2024.

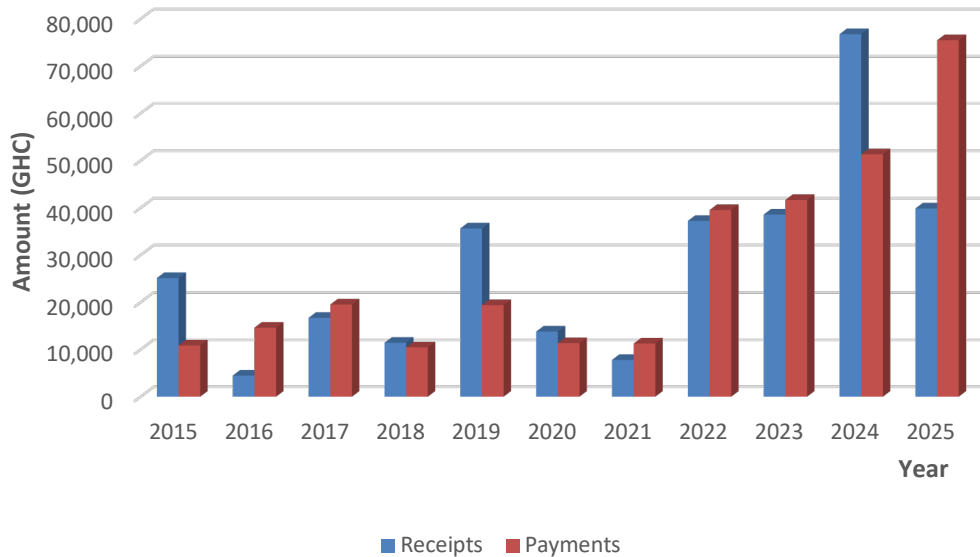
**Chart 5 Distribution of funds for specified and unspecified activities (GHC) : 2015 - 2025**

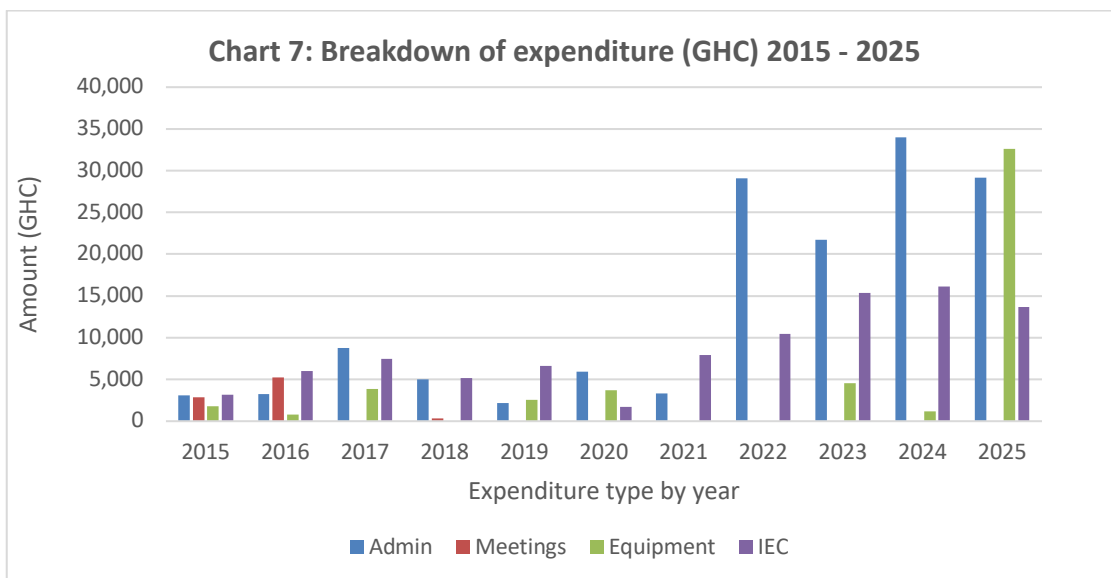


**7. Donations received and expenditure**

GHC75,474 was spent in 2025 against GHC39,849 donations received. The excess was covered by left over from 2024. In 2024 the receipts exceeded payments by 67% hence the surplus recorded in 2024.

**Chart 6 Donations received and expenditure : 2015 - 2025**





## 8. Challenges

Three National Service Personnel assigned to the Organisation in October 2024 completed their assignment at the end of September 2025 and a new one assigned in December 2025. Shape Attitude Ghana has neither temporary nor permanent staff so without the services of the National Service Personnel it becomes very difficult to implement activities. Recruiting at least one staff has remained an illusion due to lack of funds to pay appropriate salary or allowance.

Since 2017, the Organisation has made proposal for establishment of litter free zones in Winneba, but the idea has not received the needed support to implement it. It is hoped that a time will come soon when the stake holders would accept the idea for implementation.

There is a general awareness among the population of the poor sanitary conditions and the need to take action to solve the problem yet the desire to tackle the problem is not seen. Littering of plastics is still going on coupled with irregular and untimely emptying of bins in town.

## 9. Conclusions

Major events, The World Environment Day (WED) and the Eleventh Anniversary of Shape Attitude Ghana, were successfully observed in Winneba in June 2025.

Shape Attitude Ghana is promoting sorting or separation of waste in schools, but they lack trash bins necessary for sorting the waste. Sorting or separation of waste will facilitate any recycling programme that will be initiated in Winneba.

In order that littering can be halted or minimised, it will require some form of enforcement of the by-laws.

Regulatory requirements with the Registrar General's Department, The Ghana Revenue Authority and Secretariat of Not-for-Profit Organisations were all fulfilled as required.

As regards challenges faced by the organisation, it has not been easy overcoming them but efforts to address them continue and it is expected that they will yield results over time.

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**ANNEX 1**

**RECEIPTS AND EXPENDITURE STATEMENT: JANUARY – DECEMBER 2024**

<b>Funds Available</b>			<b>GHC</b>
Balance from 2024 (cash and bank)			36,543.36
Receipts in 2025			39,848.73
<b>Total funds available</b>			<b>76,392.09</b>
<b>Expenditure</b>			
<b>Administrative expenses</b>		<b>29,173.56</b>	
- Bank charges	618.00		
- Licences and fees	1,200.00		
- Stationery	529.00		
- Printing	614.50		
- Utilities - electricity	950.00		
- Detergents	85.00		
- Fuel	17,217.06		
- Honanarium	1,000.00		
- Allowances	6,960.00		
<b>Equipment and materials</b>		<b>32,625.00</b>	
Printer	7,140.00		
Projector	12,500.00		
External Hard Drve	1,585.00		
Laptop computer	10,720.00		
Water drum	130.00		
Trash Bins	550.00		
<b>Information, education &amp; communication</b>		<b>13,675.50</b>	
- Publicity/media, documentary, posters, stickers etc	6,656.00		
- World Environment day and 11th anniversary	6,047.50		
T&T	972.00		
<b>Total expenditure</b>			<b>75,474.06</b>
<b>Excess/deficit: receipts over expenditure</b>			<b>918.03</b>

## Annex 2

### List of resource persons – 2025

Name	Role
Mr Wonderful Baisie Ghartey, Founder/CEO	Project Director
Mr Andrew K. Asamoah, Executive Chairman, A&C Development Company	Patron and Advisor
Mr Lord Nelson Ofori Addo, Junior Assistant Registrar (JAR), UEW	Graphic Design
Mr Eric Sekyere Appiah, Junior Assistant Registrar (JAR), UEW	Website Development and maintenance
Mr Amos Amamoo, Assistant Registrar, UEW	Advocacy and Logistics
Mr J.B. K. Ntsiful, PRO, GES, Winneba	Co-ordination of school activities
Ms Emma Frempong, Head Teacher, UNIPRA South Inclusive	Mobilisation of school heads
Prof. Gifty Appiah-Adjei, UEW	Media communication/advocacy
Mrs Victoria Amissah Ghartey, Winneba	Logistics
Mr Gilbert Frempong	Photography
Mr Godlove Kwesi Bamfo Tetteh, News Reporter	Media promotion
Ms Esther Ama Nyarkoa, Presenter, Radio Peace	Media promotion
Mr Bright Fugar, Radio Windy Bay, UEW	Media promotion

## Annex 3

### List of donors 2025

Name	Location	Activity
Mr Kofi Baisie Ghartey	Gilbert, Phoenix	Media activities & Office rent
Wonderful Baisie Ghartey	Winneba	Transportation & Management
Utmost Konsult	Accra	Accounts preparation
B. Omane-Antwi Consult	Accra	Auditing of accounts
Prof. Gifty Appiah Adjei	Winneba	General
Ms Anna Obir Bonney	Winneba	General

## SHAPE ATTITUDE GHANA 2025 ACTIVITY PICTURES



*Raising awareness in the communities*



*Clean-up exercise by the pupils of the H&E Preparatory School at the Central Market in Winneba*



*Dignitaries from University of Education, Winneba, the Effutu Municipal Education Service and Shape Attitude Ghana delivering speeches at the durbar grounds marking the World Environment Day and 11<sup>th</sup> Anniversary of Shape Attitude Ghana.*



*Pupils who participated in the quiz competition organised to mark the World Environment Day 2025 and 11<sup>th</sup> Anniversary of Shape Attitude Ghana.*



*Organisers and pupils who participated in the quiz competition organised to mark the World Environment Day 2025 and 11<sup>th</sup> Anniversary of Shape Attitude Ghana.*



*Donation of trash bins by Shape Attitude Ghana to the University Practice School North Campus in Winneba*



*Presentation of trash bins and educational materials by Shape Attitude Ghana to the Director of Achiase Education Service Directorate, Mr Samuel Wadier Kwae, second from left.*



*The Director of Radio AED, Mr Philip Robert Anderson, second from left and his production team with Director of Shape Attitude Ghana Mr Wonderful Baisie Ghartey in the middle*



*Production team of Radio AED with personnel of Shape Attitude Ghana*



*Organisers of the clean-up exercise, Asafo Companies and personnel from the Municipal Assembly and Shape Attitude Ghana at the Winneba Beach.*



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