

VLISCO WOMEN'S MONTH 2014 – DARE TO DREAM

Nominee - Eugenia Mawuena Adjoa Tachie-Menson



Born to the late Mr. J.K.D. Appiah and Mrs. C.D. Appiah (both of whom were diplomats) Eugenia is an only girl with two brothers.

She had her primary, secondary and tertiary education in Ghana after which she went to the UK to study Communications, Advertising and Marketing with a major in Public Relations.

Her career started at JOY FM as an on-air personality, before being made the first-ever head of the Promotions Department. There, she launched major on-air events such as Mother's Day contests, *Read-with-me-Disneyland Promotion*, *April Fools Wedding Promotion* and JOY FM's *Bridal Fair*, among others.

She loves to read, even though she doesn't get as much time to do so lately. Her passion for reading was nurtured by both her parents who would always buy her and her siblings books on any and every occasion. From a young age, Eugenia babysat neighbours' and relatives' babies with delight (sometimes, at the expense of her other house chores!).

It was whilst in the UK and nearing the completion of her studies that she stumbled upon the Scripps Spelling Bee (of the USA) and thought it would be great to get it running in Ghana. When she was eventually given the green light by the Scripps company, she had also recently lost her job with a motoring company in Ghana; mixed blessings! She operated her office from a Toyota Corolla vehicle (as there was no money to rent office space in no less a city as Accra!) with a student volunteer as her assistant. With her rich media and communications background, Eugenia set to work quickly and organised the first spelling competition with only 6 schools from Accra and Tema. Today Ghana is the only African country that participates in this educational contest which now reaches all 10 regions of the country, making it accessible to as many children as is possible.

In 2010, she was nominated (by sheer dint of hard work in education and literacy promotion) by the US Embassy-Accra to represent Ghana at the *International Visitors Leadership Programme* (IVLP). It was here Eugenia learnt about and decided to pursue

social entrepreneurship, leading her to found a non-profit organisation that promotes education and literacy, Young Educators Foundation.

The programmes that her non-profit organisation run complement curricular based studies and helps make learning fun for children between ages 8 and 18. Eugenia believes that children are not our *'future'*, but rather our *'present'* so it is in our collective interest to give them the best we have now.

Her sense of urgency in stemming the tide of falling standards in education led her to join the Ghanaian think-tank, IMANI's *Forum for Education Reform*. She also believes in volunteerism – a concept she 'discovered' during IVLP 2010 - especially among the youth as a way of instilling self-sufficiency in them. As such, she has joined the internationally acclaimed volunteering organisation, Rotary, and is yet to be inducted.

Eugenia Tachie-Menson is married with a daughter and revels in every minute she gets to spend with her family.

To vote for Eugenia, text Eugenia to 1751 (across all networks except Glo)