
Enterprise Development
Report 2011

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“A decade of building confidence and renewing self-esteem with training in life skills;
A decade of hope.”

3 INTRODUCTION

4 ENTERPRISE DEVELOPMENT IS WORKING

6 THE HOPE FACTORY ENTREPRENEUR DAY

8 HOW WE ARE DOING IT

Eight graduates from The Hope Factory tell their stories.

10 Asanele Nangu

12 Xoliswa Ngqokotya

14 Xolani Funde

16 Khuseka Charlieman

18 Nicolette Norkie

20 IN OUR LAST ENTREPRENEUR REPORT WE HAD LUVUYO, NOMAKULA AND ESSENCE OF AFRICA'S, SIPHIWO & UNATHI.

See how far they've come and the progress they've made.

21 Luvuyo Zinco

22 Nomakula Qengwa

23 Siphiwo Sume & Unathi Godlo

24 SUCCESS STORIES

28 THE HOPE HUB

30 EARN ENTERPRISE DEVELOPMENT POINTS

How to earn ED and SED points



In our last Entrepreneur report we had Luvuyo, Nomakula and Essence of Africa's, Sipiwo & Unathi.

See how far they've come and the progress they've made.

Success Stories



"I use them to put something on the table for my family"

2011 marks the 10th year anniversary of The Hope Factory. A decade of celebrating the equipping of previously disadvantaged South Africans with skills to create sustainable businesses and uplift the community. A decade of building confidence and renewing self-esteem with training in life skills; A decade of hope.

We look back and reflect on the dedication of our passionate and loyal staff who have walked this journey with us. Today more than ever, we need a solution to address the inequalities in our society. The Hope Factory's approach of guiding, supporting and equipping the grassroots entrepreneur through the survivalist phase of his or her business towards the small business of the future, remains a relevant solution.

Considering the next ten years, in a forever changing environment, a few things are certain – job creation is high on the Government's growth agenda and our model is well aligned to take advantage of this.

There was no better time than this year to undertake an extensive independent full impact assessment on our progress over the past five years. This assessment was conducted by GreaterCapital and the results were very encouraging. We take a snapshot review of their findings on pages 4 and 5.

In May we held our bi-annual Entrepreneur Day in which several of our eager entrepreneurs were awarded capital expenditure investments to help grow their businesses. More on this on pages 6 and 7.

In this report we also showcase some of our hardworking entrepreneurs, whose dedication to succeed make our jobs so worthwhile. Read about their journeys on pages 8 to 27.

This year has also seen the development of our latest initiative, through our advanced entrepreneurial development programme, known as The Hope Hub. As a fully fledged business incubator, it will assist in developing our entrepreneurs' businesses and provide the platform to take them to the next level. Take a look at our progress to date on pages 28 and 29.

Lastly, we want to appreciate you, our generous Funders for partnering with us to bring about positive social and economic change in our country, one person at a time. For this we sincerely thank you.

Liz Zambonini and Marion Pearce
CEO and Deputy CEO
The Hope Factory

Enterprise Development is working!

Ever since inception, The Hope Factory (THF) has been an enterprise development initiative, which improves the lives of unemployed would-be and current entrepreneurs, by providing them with a holistic entrepreneurial development programme. A recent Report commissioned by The Hope Factory, clearly demonstrates that its model, which has evolved over the past ten years, is having the right impact and is ripe for expansion.



Early 2011 The Hope Factory contracted GreaterCapital – a Section 21 Company which provides advice to clients looking for social development solutions – to conduct an impact assessment of its programme from 2005 to 2010. The relevant Report was finalised in March 2011, and in a nutshell, found that THF's objective of assisting individuals to become financially sustainable had been achieved. 'The model The Hope Factory has adopted,' the Report concluded succinctly, 'is unique and has proven to be successful.' "We are really excited about this outcome," says THF's CEO Liz Zambonini. "It vindicates our belief that what we started in a garage a decade ago and have refined over the years, always had the potential to help the disadvantaged in a practical way." This is further endorsed by the Report stating that 'it is imperative that the high unemployment rate within Nelson Mandela Bay be addressed through effective implementation of job creation.'

Impact Assessment

The Report measured the impact of The Hope Factory's model against each of five indicators of success identified by THF's team, and the findings are briefly summarised below:

1. Increased financial sustainability of the beneficiaries: Graduates dependency on family members for financial support decreased by 33%, and both part-time and full-time employment increased, the latter significantly by 11%. The number of graduates who are supporting themselves through entrepreneurial activities increased by 15%.
2. Increase in household income: The average contribution to household income made by Hope Factory graduates is R1 937 per month, which equates to 48% of the total income of their household and is higher than the norm for the Nelson Mandela Bay area, which includes Port Elizabeth, Uitenhage and Despatch. Although there is still some degree of dependency on grants, one of the beneficiaries indicated that she was now able to earn enough money to support her family and had cancelled the grant she was receiving for her child. This is a good example of how enterprise development projects can benefit the formal economy.

3. Positive outcome on the broader community: Through measuring the transfer of skills between graduates and their surrounding communities, the Report found that both life skills (business skills, HIV/AIDS, CV writing, and goal setting), and technical skills (sewing, beadwork, papercraft, pattern making and crochet) are shared with others, with a bias towards technical skills.
4. Plans that the beneficiaries have for the future: At the beginning of their course at The Hope Factory, beneficiaries are given the opportunity of setting goals with a mentor. 67% of those interviewed remembered their goals and are actively pursuing them, while of the 33% that did not, 94% have set new goals. This was an area of training that the beneficiaries both enjoyed and remembered.
5. Positive growth in entrepreneurial activities: The Report found that 42% of graduates are entrepreneurial in some way, 82% in the clothing and textiles sector, where The Hope Factory's training is concentrated. In as much as all the entrepreneurs work from home, they constitute what research conducted by Finmark Trust terms Home Based Enterprises (HBEs), who are significant contributors to local economies. There are about 355 000 HBEs in townships and inner cities in South Africa which generate almost R6 billion in income annually. With over 90% of these enterprises wanting to expand, HBEs represent an untapped opportunity for unemployed South Africans.

Zambonini picks up on this point enthusiastically. "This again confirms that what we are doing at The Hope Factory is right," she stresses. "If HBEs are already generating that sort of income, it gives further credence to our conviction that the development of entrepreneurs will not only help to reduce unemployment, but also contribute positively to the growth of the economy."

The Way Forward

In its closing chapter, the Report reiterates that The Hope Factory 'provides a holistic solution to a social problem which has resulted in a positive effect on its beneficiaries.' The impact of the training material is evident in how the graduates have implemented it in their lives, and the main area with growth potential are the enterprises created through the programme. "What an opportunity this provides for us," concludes Zambonini. "With increased funding we will be able to further develop the entrepreneurs that have emerged by moving them from survivalist and micro enterprises to small businesses who employ people. The exponential effect of this on the Nelson Mandela Bay area - and beyond it if we can expand our model - is incalculable and will truly make a difference, not only to local communities but across South Africa as a whole." ¹⁰

The Hope Factory Entrepreneur Day

held on the 13th of May

The atmosphere was electric as a crowded room full of The Hope Factory entrepreneurs gathered to see who would be successful in being awarded the much needed seed capital as part of the Entrepreneur Capex Investment Programme.

All in all, eight awards were presented which would assist in the growth of each business. These included investment items such as domestic sewing machines, domestic and industrial overlockers, decoupage kits, beading kits, industrial walking foot machines and a 50 piece dinner service set.

Businessman Charles Davies, gave an inspiring and motivating talk encouraging the entrepreneurs to keep going even in the midst of hardship. He used the statistic that 80% of the world's population are considered "poor", stating that our South African poverty problems are not unique, but that the responsibility lies with all of us to do our part to make a positive change. He used the JF Kennedy quote "Ask not what your country can do for you, but what you can do for your country", emphasising that each entrepreneur's contribution to society was valuable.

Two entrepreneurs gave feedback on their journey and their progress made through sheer determination. Their humorous talks gave tribute to The Hope Factory and the immense contribution, support and dedication they have received in empowering them to become financially sustainable.

Entrepreneur Day also provided an opportunity to keep The Hope Factory Entrepreneurs up to date with information on tax and financial issues, stressing the importance of budgeting, paperwork and being organised. During and after lunch, the entrepreneurs had time to network with each other and build relationships. 10



Xoliswa Sukula proudly holding one of her doorstops



Business mentor, Evan Koekemoer congratulating Luvuyo Zinco



Evan Koekemoer with Lungiswa Ntantiso



Evan Koekemoer with Mbasa Mzili



Richard Sardine with his new industrial sewing machine



Evan Koekemoer with Nolusindiso Sergeant

How *we are doing it*

8

graduates from
The Hope Factory
tell their stories.

New stories

Asanele Nangu

Xoliswa Ngqokotya

Xolani Funde

Khuseka Charlieman

Nicolette Norkie

Follow up stories

Luvuyo Zinco

Nomakula Qengwa

*Siphiwo Sume
& Unathi Godlo*



Asanele Nangu

Philaninande Creations

“They taught me to stand on my own and see things through from start to finish.”

“I grew up in KwaZakhele where I stayed with my Aunt, moving to Motherwell in 1992 where I still live. I come from a large family and was unable to finish College because of a lack of money. I came across The Hope Factory in 2009 when I was handing out my CV with a friend. I was accepted, and graduated the same year.

I learnt how to sew clothes, do decoupage, and decorate cutlery. The business I subsequently started is called Philaninande Creations – a name that I cherish and is what I would like to call my first child – we do upholstery, interior décor and make jewellery.”

Asanele acknowledges that apart from mentoring, The Hope Factory enabled her to purchase machinery that she needed, through their Entrepreneur Capex Investment Programme. “They have always been helpful and supportive,” she says. “They taught me to stand on my own and see things through from start to finish. I now employ other people whom I teach, and use word-of-mouth and Facebook to market my business.

My business process is to ask my clients what they require, take a deposit and then collect the balance on delivery. I used to work part-time in my father’s General Dealers store and that gave me an opportunity to display my jewellery. My father wanted me to go into business with him, but I decided not to because I value my independence.”

Asanele learnt a variety of skills at The Hope Factory. “It was a place where we were not dictated to,” she says. “We were all treated as equals, and I found that being with people every day was very stimulating. I encourage other people to join The Hope Factory every day and my vision for my life and business is to become successful. I also want to help other people to ‘vuzi uzenzele’ – wake up and help yourself!

The challenges I face are that some clients want to buy my products, but have no money to pay for them, as well as a lack of capital to expand, and not having my own premises where I can show off my wares. But I feel positive about the future and my ability to grow my business through the lessons I have learnt at The Hope Factory.” 10



Xoliswa Ngqokotya

Fride'cor



“But just having my own business has given me focus and direction, and being at The Hope Factory was an eye-opener for me because it really broadened my horizons.”

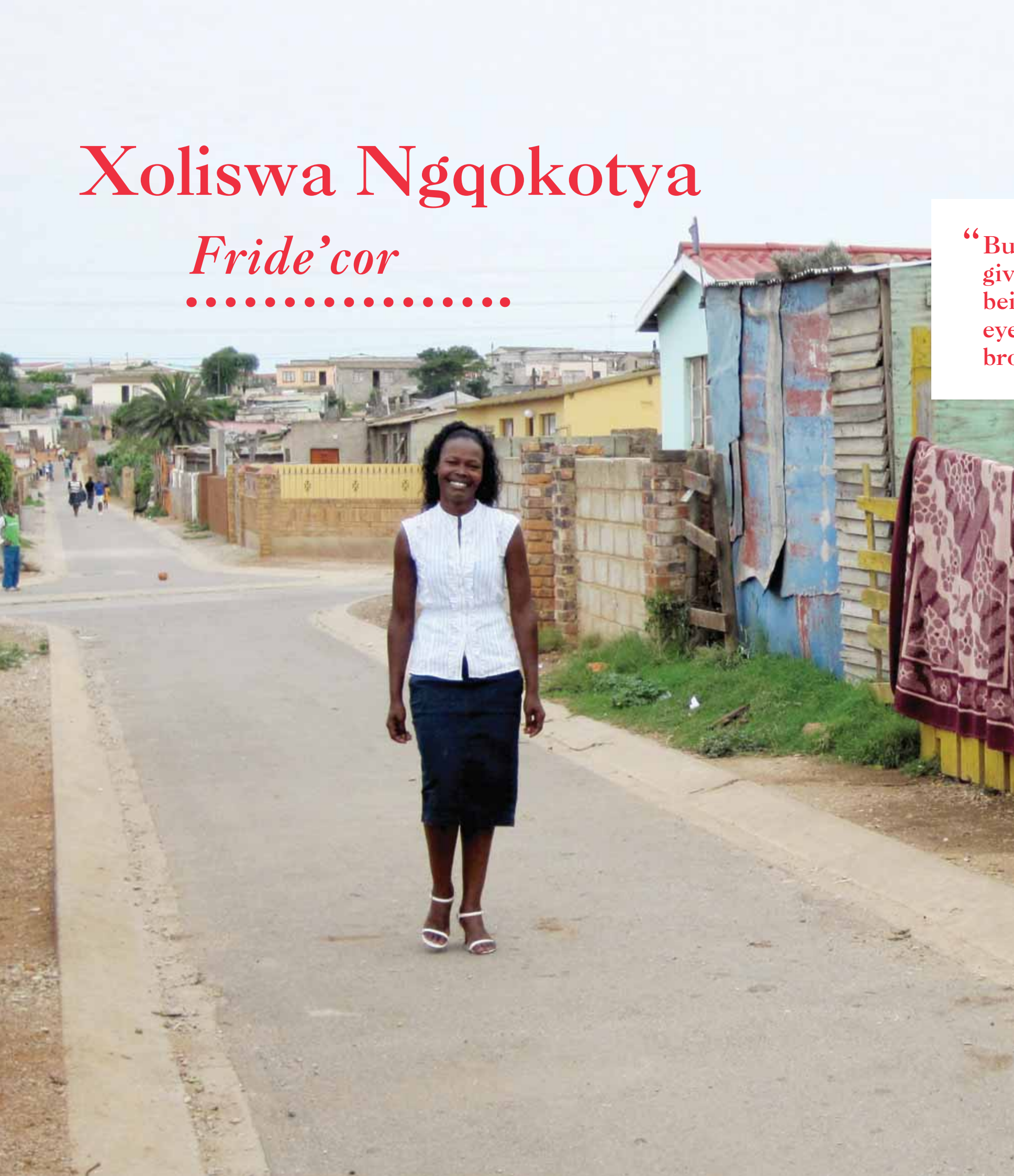


“I stay in KwaZakhele with my mother who is a domestic worker, and my father works for a car company. I couldn't complete my schooling and was unemployed until I heard about The Hope Factory through my church. I was accepted as a trainee and graduated in 2008.

While I was there I learnt sewing, beading and curtain making and enjoyed everything I did. After I graduated I started my own business, and chose the name Fride'cor because it is associated with African décor. I work from home at present but would like to have my own premises one day and run a manufacturing business that is inspired by all things African. My clients are from the neighbourhood where I live and the church, and I market my business through word-of-mouth and knocking on doors.”

Xoliswa buys fabric with her customers and then delivers the finished article to them when it is completed. One of the problems she faces is a lack of transport to deliver large upholstered items such as lounge suites. “I also need assistance with marketing,” she points out, “as word-of-mouth is not enough. But just having my own business has given me focus and direction, and being at The Hope Factory was an eye-opener for me because it really broadened my horizons.”

As part of the Hope Factory's Entrepreneur Capex Investment Programme, Xoliswa received an overlocker machine from them. “My teachers were always willing to go the extra mile for me,” she adds. “I encourage everyone that I meet to take part in The Hope Factory's programmes by spreading the word about what it has meant to me.”



Xolani Funde

Amazembula Trading



“I am ambitious and aim to own a big business one day,” says Xolani up front. “My present business is called Amazembula Trading CC and I have now been running it for two years assisted by three colleagues. I do my own designing and specialise in double-collared shirts and suits, wedding dresses and school uniforms, as well as executing other peoples’ ideas. My main clients are from church and music groups, those taking part in weddings and schools.”

The Hope Factory is currently working with him to address some of his problems, one of which is a lack of space, as he lives with his parents and there is not enough room to do what he needs to. “I also feel that I lack a proper marketing plan and strategy for the future,” he adds, “and need to get some business cards so that more people can become aware of what I am doing.”

Xolani was born in Uitenhage, and raised by his grandmother. He heard about The Hope Factory from his cousin who was a trainee there - at the time he had recently lost his job at Volkswagen. “It seemed as if my life was over,” he says. “What I got from The Hope Factory was very helpful mentoring and by the time I graduated in 2010 I had learnt papercraft and pattern making. But it was sewing that I enjoyed the most and where my talents lie.”

The Hope Factory subsequently awarded Xolani a sewing and overlocker machine. “This really made a difference” he says. “I have heard about a design competition that I would like to enter, and am very positive about the future. In the meantime, I am helping pass on my knowledge to the people that I work with and encouraging others to join The Hope Factory.” ¹⁰



“I have heard about a design competition that I would like to enter, and am very positive about the future.”

Khuseka Charlieman

Khuseka Cultural Creations

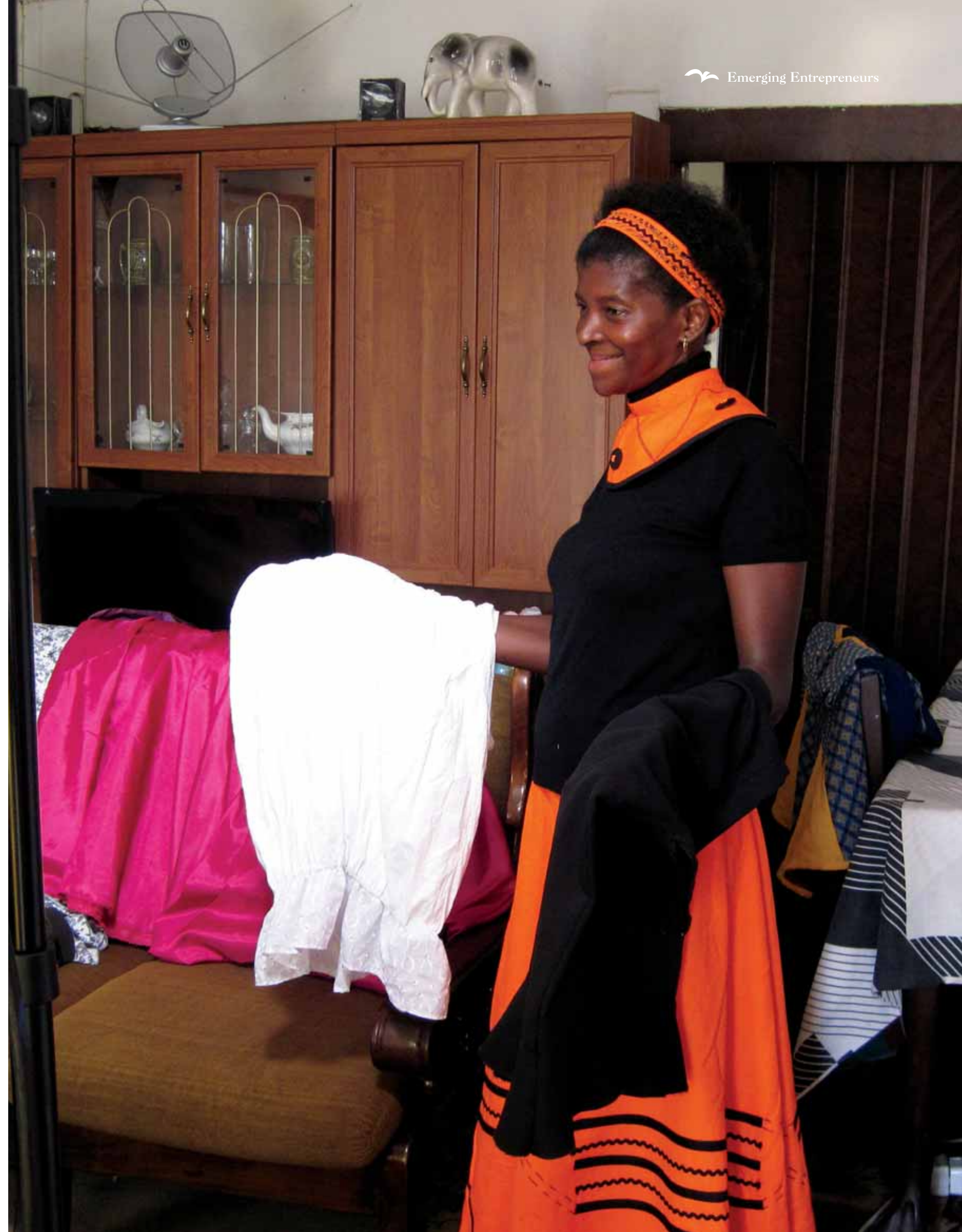
“...and I fell
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specialise in.”

Khuseka is a 42 year-old single mother of three: a 21 year old son, a daughter in Grade 9 and a son in Grade 7. “Although I have never worked for anyone,” she says, “I do have a business background as I used to buy jeans and ornaments and then sell them, and I also learnt something about sewing and beadwork.

Someone on the train saw samples of my sewing and beadwork and told me about The Hope Factory. While I was there I learnt more about sewing, decoupage, making and cutting patterns and I fell in love with beadwork which I now specialise in. My business was registered in 2009 and is called Khuseka Cultural Creations which is appropriate for what I make. I also design matric dance dresses and one day plan to make wedding gowns.

From my first day at The Hope Factory I learnt to grab opportunities and experienced many positive things inside and outside the classroom. I also learnt to deal with different people from different backgrounds and we all laughed a lot during training, even though we were working hard. I love people and I also like to help others.”

Like some other graduates, Khuseka identifies her main business challenges as clients who do not pay, a lack of money to expand and cramped premises which prevent her from producing more. “But The Hope Factory’s Stakeholders’ Day was an eye-opener for me,” she says, “as I was able to sell direct to the people who were there – I had never sold so much before! The Hope Factory has given me the confidence to dream big,” she concludes, “and I am proud that I can now support my three children. I hope to own a car one day so that I can explore South Africa with them.” ¹⁰



Nicolette Norkie

These Creations

“I have six different types of menus, a variety of platters and I also make birthday cakes and cupcakes – in fact, you name it, I can do it!”

Nicolette is married with two daughters, one in high school and one in Grade 3, and she has lived in Port Elizabeth all her life. She found out about The Hope Factory from a newspaper advertisement which her husband showed her. She was unemployed at the time, but after having applied to be trained at The Hope Factory, she learnt a lot of skills such as pattern work, beading and sewing, decoupage and needlework, graduating in 2006.

“Having a passion for cooking which comes from my mother,” she continues, “I had started my own business from home in 2004, baking for friends. Now I do catering for weddings, including table settings and making the invitations. I have six different types of menus, a variety of platters and I also make birthday cakes and cupcakes – in fact, you name it, I can do it!”

Reviewing what needs to be done each day the night before, Nicolette starts the day with prayers with her husband. Her sister-in-law assists her in her business and her main clients are church members from the local community in Motherwell. “I sometimes advertise in the newspaper to make people aware of my phone number,” she says. “Marketing and promoting my business are challenges for me, so I would like to be able to advertise more, and I also need more operating space in order to be able to expand.

I help other people in whatever way I can because that is my nature,” Nicolette continues. “Having my own business has changed me a lot, I have learnt so much and feel more empowered. I am determined to be successful in order to give my children a better life, and for myself, I would like a car to assist with transport difficulties.”

Nicolette describes her experience at The Hope Factory as “unforgettable” and she encourages everyone who has not heard of it to join. “I have always kept in touch with them and they have supported me in every way,” she concludes. “I would say being part of The Hope Factory has changed my life and I feel both grateful and honoured.” 10



In our last Entrepreneur report we had Luvuyo, Nomakula and Essence of Africa's, Siphiwo & Unathi.

See how far they've come and the progress they've made.

Luvuyo Zinco

Zinco Clothing

Luvuyo started his own business in 2008, having graduated from The Hope Factory in 2005. Through their Entrepreneur Capex Investment Programme he received three machines last year which has helped him to speed up the production process and finish off his garments better. "As a result," he says, "I have attracted more clients, my financial position has improved and I have been able to pay off my creditors."

I make matric outfits, church badges, blazers and flags for the local Methodist Church, wedding apparel as well as traditional wear and shirts for a local sports team. The difficulties I face are a lack of operating space, and transport to enable me to reach my clients. I would also like to be able to expand my client base by reaching other townships, but do not have the know-how to market my business properly."

Luvuyo says that one of the lessons he learnt at The Hope Factory was the importance of helping others. He currently sponsors a child in the neighbourhood who is in Standard 9, by paying his school fees and making his school uniform. "I hope to be able to assist others in the future," he says. "My training has helped me to realise that I could change both myself and my circumstances, and thereby make a difference to other people's lives." Through The Hope Factory's Entrepreneur Capex Investment Programme, Luvuyo intends to apply for an embroidery machine so that he can grow his business. "I would like to open my own boutique one day," he concludes, "and employ more people as well as own my own house." 10



Nomakula Qengwa *Kulax* Trading



Nomakula says her quality of life has changed over the past year as she now has more orders coming in, and the industrial machine she received from The Hope Factory as part of their Entrepreneur Capex Investment Programme has helped her to speed up her processes. The sign she got, which is in front of her shop, has also helped. “It shows my telephone number and my business is now more visible,” she says, “and through my work, I have also been able to financially support a friend who recently lost her baby.”

“Although my shop is in Walmer,” she continues, “most of my clients are far away in Motherwell, which makes transport one of my biggest problems – I would like to open a shop in Motherwell one day. To further grow my business, I need more material, an industrial machine and an overlocker machine. At the moment I assist one lady with sewing who was also at The Hope Factory. I like to train people and then employ them – the more people I train, the more products I will be able to make! I dream of owning a factory one day where we can all work together and make and sell our products.”

Her clients are both male and female in the 35 and upward age group, and Nomakula makes casual, traditional and bridal outfits. The South African Democratic Teachers’ Union are her best customers and through them she is now approaching schools where she shows them samples of her work so that they can place orders for uniforms with her. “I design my own outfits or I take ideas from pictures,” she adds, “and sometimes I am just asked to make ‘something lovely’, so I have to be creative. My clients tell me that what I make is very beautiful and I pride myself on that, as well as the fact that I make my deliveries on time.”

“I can say that I am who I am today because of The Hope Factory,” she concludes, “and all the skills I learnt there I have been able to apply in all aspects of my life. What drives me is my dream of a better life for my three children by giving them a proper education, and one day I would like to own a big house! I now have confidence that my business will become even more successful in the future.”

Siphiwo Sume

Unathi Godlo

Essence of Africa

Siphiwo and Unathi now have a larger client base which extends beyond the Eastern Cape into Johannesburg. “Appearing on the TV show ‘S’eskhe’na’ on TV I really helped us,” says Siphiwo, “and we have been able to branch out into other markets through branding musical artists.” “Our most popular products are silk-screened items, customized hoodies and denims,” adds Unathi, “and we now have one other full-time employee who started in January this year – his main job is to silk screen and sew.”

What they would really like is proper business premises as they believe that working at home does not give quite the right impression. Further expansion is also hampered by lack of finance, inadequate transport and clients who do not pay upfront. They would also benefit from more screening machines so that they could increase their output.

Despite these difficulties, Siphiwo and Unathi have been able to help another business group called ICU in Amatlagi, using the skills they have acquired. “My time at The Hope Factory was extraordinary in every way,” Siphiwo stresses. “It never felt that we were at school and it was like being part of a large supportive family. I did make mistakes initially but I feel I am now in a position to teach others to be successful with the experience I have gained.”

The business partners have an arrangement with a shop in Port Elizabeth that displays their products and sells them. “We have plans to open branches outside Port Elizabeth and one day even expand our business abroad,” concludes Unathi. “It is a bold dream but I have learnt that true entrepreneurs must be prepared to take risks. With the confidence I gained through graduating from The Hope Factory however, I know we can achieve our goals and at the same time help other people to experience a better life.”



Success Stories



"I can be a successful businessman!"

Mbasa Mzili
Company: Mbazo Collection
Product: Sewing, Decoupage

Mbasa started his business from home in 2010, after graduating from The Hope Factory.

He started by creating decoupage items in the Plettenberg Bay area where he grew up. He has been successful in this, as his mother, who is a domestic worker, secured orders for him from her employer in Plettenberg Bay. He also has a passion for fashion design and has started to sew items for men and women in the local community. His goal is to be able to start his own sewing collection and make Mbazo Collection a household name. "Wow, the Hope Factory opened my eyes to know more about business and now I know that I can be a successful businessman!"



"The Hope Factory...helped me to have a lot of skills"

Mziyanda Matikinea
Company: Sinengomso's Creations & Designers Manufacture
Product: Beadwork

Before The Hope Factory, Mziyanda was unemployed. He dreamt of one day owning or renting a store or space in the city from where he could produce and sell his specialised beadwork.

Mziyanda is a very creative man who has a flair for design and excels in beadwork. His stock includes beaded accessories from head gear, necklaces, rings, bracelets, beaded flags and belts. Currently he operates his business from his mother's home. According to Mziyanda, the time spent at The Hope Factory gave him direction and strength to carry on.



"I use them to put something on the table for my family"

Richard Sardine
Company: Happy Hands Creations
Product: Sewing

"The Hope Factory motivated me to do what I want to do, helped on how to set goals for myself and business. The skills on sewing, papercraft, beading and small business skills helps me a lot. I use them to put something on the table for my family".

He started his business, Happy Hands Creations in October 2010 and now lives with his wife and daughter in Rocklands. He thoroughly enjoys the challenge of making formal clothing and says in that way he expresses himself more. His first big order was making choir uniforms for his church.

His goal is to continue to succeed and grow until he is recognised nationally as the best designer in the country.



"Craig's biggest dream is to have his clothing range in a retail store."

Craig Alexander
Company: Cool the Guys Designs
Product: Sewing, Dressmaking & Design

Craig grew up in Port Elizabeth. His mother could sew, so from a young age he was exposed to sewing and this had a major impact on developing his passion in this area. In high school he began designing and creating artistic outfits for himself and his classmates. He went as far as altering people's jeans, jackets, caps, takkies and t-shirts with limited experience. Starting his own business was simply a natural extension of his burning vision to be self-employed, and his 20 week training programme at The Hope Factory helped solidify, develop and support his strength as an entrepreneur.

Today he runs a successful business that makes very fashionable and funky clothing. He specialises in denim and has the most unique style and look. His target market is the young, hip-hop, funky and out-going clients. Business is booming and as a result he has employed someone to assist him with big orders. Craig's biggest dream is to have his clothing range in a retail store. He wants to grow and develop his label into a well-known brand.



Her sewing business is growing

Vuyiswa Ngcelwane

Company: Obamubuhle Trading
Product: Sewing

Vuyiswa believed that she was going to own her own business one day, but it was only after being introduced to The Hope Factory that her dream started to grow.

With the help and support of The Hope Factory, and after the thorough 20 week training programme, Vuyiswa now runs her own registered business, Obamubuhle Trading - which means "My Beauty". She makes a variety of outfits from matric dresses, cocktail dresses and evening wear to traditional outfits. Her sewing business is growing and her customers are gaining trust in her because of her excellent service.

Her sister runs a hair salon and has a good clientele. Her future plans are to combine the two concerns, to help her business grow. Ultimately, Vuyiswa wants her business to flourish so that she can create job opportunities and employ others in need.



The biggest thing God has given me now is knowledge

Mantoa Sello

Company: Rehauhetswe Fashion Designer
Product: Sewing

Mantoa heard about The Hope Factory via her friends. She was interested in the skills she could acquire through the training programme. Her grandmother introduced her to sewing as a child, however she was not very interested in it then. After graduating, her interest peaked and she started her own sewing business. She became an entrepreneur to be able to provide for her family.

Mantoa aspires to grow her business by renting premises in the location close to her home and she is saving up to acquire an industrial sewing machine to produce more jeans, which will have a positive effect on turnover.

"The Hope Factory helped with many things, to trust myself, to be confident and also how to run the business, work with clients and to be patient. The biggest thing God has given me now is knowledge and hands to feed my family and make changes in my life."



"...they gave me hope. I am independent."

Xoliswa Sukula

Company: Driven Expression Creations
Product: Sewing & Doorstops

Xoliswa started operating her sewing business after graduating from The Hope Factory earlier this year. She loves the idea of being self-employed. It provides her with the opportunity to provide for her family and at the same time, spend quality time with them as she operates her concern from home.

Her business is growing in terms of the items she is making as well as the number of customers. She has also been making bespoke doll doorstops, which come with accessories and each has a personalised name, truly making them unique. In terms of future aspirations, Xoliswa would like to add more items to her portfolio as well as give back to the community by teaching others how to sew.

"The Hope Factory has helped me a lot. First of all they gave me hope. I am independent. I can make my own cash. I am a business woman. I can put food on the table. I am happy now because I can provide for my family. I am very grateful to The Hope Factory."



"My training at The Hope Factory was wonderful..."

Pumeza Pandle

Company: Slindo's Creation Design
Product: Sewing

During Pumeza's time at The Hope Factory, she felt at home and apart from sewing, learnt many other valuable skills. She says: "I knew something was coming. My training at The Hope Factory was wonderful; doing things I never thought I would like beading. I never thought that I would actually start my own business but I soon realised that I could go somewhere with this."

Pumeza's business is called Slindo's Creation Design, which is from her married name Slindokhule. She sews clothes including traditional clothes and pillows but also wants to start doing peg bags. "Business is up and down but I will get there." Her husband supports her in the business and tells everyone that he is her manager. "He wants to become my partner in business and says I should teach him how to sew!"

The Hope Hub

It is with great excitement that we share with you the evolution of our latest project The Hope Hub, which will be situated in North End Port Elizabeth in close proximity to The Hope Factory.



SAICA Enterprise Development



The Hub will offer our entrepreneurs individual office space, access to specialist industrial equipment, a computer centre with printing and internet, and support services such as a bookkeeper. Entrepreneurs will join The Hope Hub through membership which will afford them growth opportunities. Membership in The Hub will also require each entrepreneur to participate in The Hub mentoring programme which will see them being paired up with personal business mentors who will guide and support them in developing their businesses and assist in dealing with business challenges.

The entrepreneurs are thrilled by these new developments and the opportunity The Hope Hub will create to take their businesses to the next level.

“The Hub is what we are dreaming of”; “Like to be a member, is an understatement to me. Love to be a member, now you’re talking” were some of the responses from the entrepreneurs.

Recruitment and selection of The Hope Hub candidates is well underway. The application process included each entrepreneur discussing the viability of entering The Hope Hub with their current business mentor.

One of our staff members on the project commented as follows:

“The statistics regarding small business failures in SA are horrendous and our country desperately needs more entrepreneurs who are running creative, growing, and thriving businesses which will employ more and more people. We have a responsibility to ensure that our Hope Factory entrepreneurs become successful. I like to use the analogy of a fish eagle soaring high in the sky: The Hope Factory is where the eggs are hatched – new business ideas and entrepreneurs come into being; The Hope Hub is where the young eagles are fed, raised, and learn to fly – our entrepreneurs run their businesses in a safe environment which is equipped with tools, business support, training, and mentoring; then they leave the nest as they take off to soar freely and independently. As our entrepreneurs become more successful and operate more independently, they move out into their own premises and make space in The Hub for others.”

Luvuyo Zinco and Mbongeni Jawa are two of the entrepreneurs who will be entering The Hope Hub. Luvuyo has been operating for 3 years and specialises in the design and manufacturing of evening wear. His dream is that the business registered in 2009 as Zinco Clothing, will grow to an extent that he is able to open his own boutique and a small manufacturing factory that will supply the boutique. He says “My ambitions are to help my country in the fight against poverty and joblessness, most of all to be financially sustainable and make a profit”. Jawa’s business, Entwine Instinct Textile, with the core focus on screen-printing has been operating for two and a half years. In the next five years Jawa aims to expand to areas outside of Port Elizabeth and have a range that promotes his business nationwide. ¹⁰



How to earn Enterprise Development Points with The Hope Factory

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The Hope Factory offers a simple, effective solution to your company's ED needs by acting as an Enterprise Development enabler and hence a conduit to the ultimate enterprise development beneficiaries.

As part of SAICA, The Hope Factory has clear governance structures and financial oversight. All money received through Enterprise Development is used for the development of further entrepreneurs.

Companies can earn from 15 to 25 points on their BBBEE Scorecard for Enterprise Development depending on whether they are Generic Enterprises (over R35 million turnover) or Qualifying Small Enterprises (less than R35 million turnover).

Earn Socio-Enterprise Development Points

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The Hope Factory has an "equipping" section in our programme for potential entrepreneurs, where companies donating money can receive SED points.

Companies can earn from 5 to 25 points on their BBBEE Scorecard for Socio-Economic Development depending on whether they are Generic Enterprises (over R35 million turnover) or Qualifying Small Enterprises (less than R35 million turnover).

For technical details on the process of investing with The Hope Factory, please visit our website: www.thehopefactory.co.za or contact:

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www.thehopefactory.co.za

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