

Community champions get financial boost

THE Hope Factory, a PE-based Enterprise Development Initiative which improves the lives of unemployed would-be and current entrepreneurs by providing them with a holistic Entrepreneurial Development Programme, has received a donation worth R10 000 from the Shoprite Community Network.

"The Shoprite Community Network forms part of our commitment to local communities across South Africa. Using 11 radio stations across the country, the campaign asks consumers to nominate projects that they feel make a difference in their respective communities. In that way, worthy projects are both identified and acknowledged. The campaign started in June 2005, and to date, Shoprite has assisted and recognised more than 800 community projects with total donations approaching R8m," a Shoprite representative explained.

The Hope Factory has elected to use their prize to buy an industrial overlocker and industrial walking foot machine for The Hope Hub, a component of The Hope Factory which addresses the challenges that

entrepreneurs encounter, such as access to markets, low-cost rental space and infrastructure to help grow their businesses.

"We are thrilled that we have been recognised by our community and Shoprite in this way, and look forward to assisting entrepreneurs in the region to build their businesses and realise their dreams," said Liz Zambonini, CEO of The Hope Factory.

Aside from providing extensive mentorship, guidance and network opportunities, entrepreneurs are also equipped with business, technical and life skills through a unique Entrepreneurial Development Programme, while The Hope Hub addresses the challenges that the entrepreneurs encounter, such as access to markets, low-cost rental space and infrastructure to help grow their businesses.

Assisted by Enterprise Development investments from in excess of 200 companies, The Hope Factory has developed over 800 unemployed people, 76% of whom have remained financially sustainable over the past 3 years.



Nomakula Qengwa, one of the Hope Factory entrepreneurs.

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