

# THE HOPE CHRONICLES

SAICA Enterprise Development &  
The Hope Factory's Stakeholder Newsletter



## The Hope Factory and SAICA ED Celebrates our phenomenal women



There has been an increasing number of well-known organizations that appoint women leaders and the trend towards women in leadership positions is thankfully on the rise, due to the embracing of gender diversity in sectors that have in the past lacked women in visible leadership roles.

The role of women in top management and business ownership has however evolved, it is no longer a primary focus for enhancing gender equality initiatives, but a key positioning factor for attracting key stakeholders. The encouraging aspect of our skills development programme is how it has positively influenced women entrepreneurs in various communities of South Africa.

As we enter the month of August, popularly known as "Women's" Month, we have the pleasure of highlighting women we have supported throughout our initiatives in both entities, **The Hope Factory and SAICA ED**. As part of our Sustainable Development Goal number 5 "**Gender Equality**." We pride ourselves in supporting women, where **55%** of our Supplier Enterprise Development and Enterprise Development Flagship Programme beneficiaries are women, and **45%** of SMMEs are female-owned on our Enterprise Development programmes.

### Did you know?

SAICA Enterprise Development and The Hope Factory are entities that are part of the Learning and Development division of the South African Institute of Chartered Accountants (SAICA) and assist companies to maximise points for their B-BBEE scorecard.

Secure your **ESD, SED** and/ or **Skills Development B-BBEE** points through our strategic initiatives. Both entities remain committed to develop sustainable entrepreneurial skills and knowledge and address unemployment through delivering meaningful **B-BBEE** solutions aligned to our clients' needs.

Contact us on [enquires@saicaed.co.za](mailto:enquires@saicaed.co.za)

## The Hope Factory Supports Female Artisans



The Hope Factory is currently running a **Financial Skills Development Booster programme** that is supporting **10 female artisans** in the Northern Cape communities.

"The Programme has brought a positive impact for Leshomo Constructions and Projects. The business has improved on decision making, communication, marketing and increased productivity.

"I am now **PROACTIVE** in my business. Thank you to The Hope Factory team who invested their time on me" says Mpho Kunene, one of the artisans on The Financial Skills Development Booster Programme.



## An exceptional Woman Leader in Social Change – Q and A with Laura Bergh

For this women's month issue, we wanted to place the spotlight on someone who we believe is an amazing leader and influencer in the Social Entrepreneurship and Social Impact industry. Laura Bergh describes herself as having the mind of a philosopher, the heart of an environmentalist and the curiosity of a detective. Her strategic leadership role as Chief Enabler at the Greenlight Office, which supports The Greenlight Movement, portrays her resilient attitude.

The Greenlight Movement is an exciting growing movement of organisations who recognise that to move the needle of transformation, a joint effort is required by those seeking to reach a better quality of life, and the organisations that support them in their efforts. The approach they are using to assist them in their efforts is called the Greenlight approach and it measures aspects of multi-dimensional insufficiency (poverty) in the households of the beneficiaries, clients, and employees whom they serve and work with; so that they can target, prioritise, and develop initiatives that speak to real needs and true social impact. Within the Greenlight approach, the Greenlight metric is an unusual survey that uses visual and text elements to engage people in communities in self-diagnosing their quality of life.

### What are your values in leadership and how do you live them daily?

As a leader I value excellence, responsibility, and kindness. I foster curiosity, fairness, independence, and courage. From my team I want integrity, well-being, and gratitude in service to others.

### What advice would you give to younger women about their careers and the best ways to develop their leadership?

People say listen to your heart, and that's good advice, but I have found that listening to my gut has been the game-changer. My gut says a path is only a path and can lead in many directions and may take many different forms, none of which is important. The question I ended up asking myself was: Does my current path have heart? I realised that a path without heart weakens you and puts you to sleep, where one day drifts into another until you lose touch with what really matters.

### What is your definition of leadership?

Leadership is about mobilising people. The question is no longer "how to lead" but instead "in which direction"?

The world out there is a vastly different place to which is described in the textbooks and it's changing faster than most learning institutions can keep up with. Big business, as we know it, is dramatically under threat regarding access to resources, profits, and sustainable growth. We are on the brink of transitioning to something else. The competitive edge is no longer about differentiation and outperformance. It is about collaboration, partnerships and being able to justify your organisation's reason for existence. It is the time and place to transition to something else, something that serves us all.

### As a South African woman, what have been the biggest challenges you felt that you have faced?

My biggest challenge has been understanding my purpose and finding my tribe.

### What advice would you give to an emerging young leader?

Your biggest strength comes from what binds us all - it is the friendships and relationships we have built with each other. We may not realise it, but from this time in our life's journey, the people who we have encountered, who have shared our journey, who have challenged us and made us think, who hold us accountable for what we are doing - these people will be there to partner with us in the future. And that is what the future of humanity needs.

Strong collaboration and partnerships with people who are on similar paths, who want the same things.

**Find your tribe!**

## Upcoming Events

# IMPACTFUL INITIATIVES



## Siphosethu's cleaning and transportation business makes an impact in the Eastern Cape, Cookhouse Community.

Graduation time!

Siphosethu Maseti, is a 30-year-old mother and business owner, living in the small area of **Cookhouse**, in the Eastern Cape. She holds a BA degree in Community and Health Psychology. Siphosethu registered her company Masako Contour Pty Ltd in 2018, which focuses on cleaning and transportation. She is currently employing **10 female employees** who provide cleaning services at the Nojoli wind farm. Siphosethu is actively manufacturing and selling cleaning products to people who sell them at retail prices. She makes and then sells bulk products at a lower price to allow resellers to also sell and make a profit.

### Q: What inspired you to start a business, and why did you decide to join this programme?

**Sisposethu:** The idea behind starting my small business was mainly to empower women. I have always wanted to fill the gender gap in the working environment. I decided to join the CHIETA (Chemical Industries Education & Training Authority) programme because I am eager to get to know how the light cleaning products that we use daily, are manufactured. The programme could not have come at a better time.

### Q: What are some of the important things you have learned thus far?

**Sisposethu:** In a nutshell, 1. Precision, 2. Punctuality, and 3. Flexibility. Mr Marvin Draai, my business coach, has taught me a lot on costing products and services correctly at the importance of compliance and marketing my business.

### Q: Why was it so important for you to empower women?

**Sisposethu:** First-hand experience of being a woman, I know what unemployment does to a young female. Females tend to do things they aren't proud of so that they can survive. I registered the company with a mission to eradicate gender inequality. To eradicate poverty through gender responsive social protection and uplifting women into leadership positions. I have always had a drive to empower women and young girls to gain power and control over their own lives and acquire the ability to make strategic choices, and lastly to promote a sense of self-worth in women.

### Q: What are your future goals/where do you see your business in the next 2-3 years?

**Sisposethu:** Just a month after joining the programme and having our very first manufacturing practical training, I managed to buy land to establish my mini factory. In the next two years I aim to be running the biggest cleaning materials manufacturing factory in Cookhouse. To get SABS approved and to be a supplier for all schools, hospitals, and hotels in the area. I also want to get my products into retail.

## THF hosts a South African Revenue Services (SARS) workshop for our SED beneficiaries in Uitenhage.

On Thursday 27 July, **The Hope Factory** team hosted a South African Revenue Service (SARS) workshop in Uitenhage for our **SED Programme** participants. The workshop focused on how small businesses can get access to SARS incentives and avoid accumulating unnecessary penalties from SARS.

The SMMEs that attended took away some very crucial information regarding the processes of VAT registration, how to avoid accumulating tax penalties, accessing digital platforms available to them, and managing business taxable income.





# IMPACTFUL INITIATIVES

## Women led SMP makes a difference



Ncumisa Nodaka founder of Ncumisa Chartered Accountants and Auditors, a **100% Black female** owned Accounting practice based in **Gqeberha, Eastern Cape**. The Accounting firm was established in **2015** and is committed to helping business owners make informed decisions. Ncumisa Chartered Accountants and Auditors are a cloud Accounting practice, providing comprehensive tax advisory, accounting, and business management solutions to support the clients business operations. They are also an accredited training centre/workplace training provider for The South African Institute of Professional Accountants (SAIPA) and The South African Institute of Taxation (SAIT) articles for graduates and Work Integrated Learning (WIL) to local TVET institutions.

Their Business Coaching and Mentoring has primarily been more in the outskirts of Gqeberha in places such as Sea Vista, Humansdorp, Uitenhage, Grahamstown and for Township based entrepreneurs who do not have access to the tools, and the basics of compliance and business management. She relays some of her highlights as a Finance Coach on the **CHIETA Small Businesses Development Support Programme**, that empowered **29 SMMEs** in the chemical sector in **Nelson Mandela Bay and Buffalo City**. "Being a Finance Coach on the programme was rewarding, getting to know each entrepreneur, imparting knowledge and witnessing the growth of each entrepreneur and their business."

Ncumisa recently won an award from the Businesswomen's Association of South Africa in the Professional Category. "I joined the Businesswomen's Association in 2016 and was part of their Mentorship Programme, when I first started my business, I was exposed to phenomenal women in business. The Businesswomen's Association Regional Awards recognizes women whose achievements in the workplace are inspirational, and positively influence to their local economies." Congratulations to Ncumisa, we continue to wish you the very best in your entrepreneurial journey.

## SAICA ED recruits Coaches and SMMEs for an exciting Financial Excellence Programme!

SAICA Enterprise Development **Flagship Programme** develops SMMEs through an **8-month Financial Excellence programme** with the support of volunteer coaches. The programme is currently recruiting SMMEs specifically in the **ICT sector** nationwide and volunteer coaches. Since Cohort 1 of this Financial Excellence Flagship, the programme has supported more than **100 SMMEs**, worked with **90+ volunteer coaches** and created an additional **40** completely new jobs, in addition to the entrepreneur/business owner.

**Cohort 5** of the Flagship programme will be ending in **September 2023**.

For more information about the programme please contact [neelamd@saicaed.co.za](mailto:neelamd@saicaed.co.za)

## The Hope Factory Youth Community Profile



**The Hope Factory** is currently recruiting for its new Youth community programme that will uplift and support unemployed Youth in **Helenvale and New Brighton area**. The 6-month programme will focus on enhancing the skills that youth need to become financially independent; to find a new job, or to start their own businesses. The Programme has place for **20 young entrepreneurs**. Induction will take place on the 8th of August.

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