

# The Hope Factory

## Newsletter | December 2019

**Growing people. Developing Businesses. Impacting Communities**



## WHAT IS YOUR 2020 VISION?

*Wishing everyone fresh vision and energy as they start their strategy plans for 2020.*

## Community Development in Kwanobuhle, Uitenhage.



**Community Development. Small Biz Talk show live in Kwanobuhle.**

Tuesday 17 September, The Hope Factory in media partnership with Bayfm 107.9 launched their community development project - Small Biz Talk – For U at the Babs Madlakane Hall in Kwanobuhle, Uitenhage. The initial talk show was aimed to inspire and educate individuals around foundational matters in business. A panel discussion covering personal development; business skills development and financial skills was the main focus.

It was a bustling morning and we had about 70 individuals walk through the doors to be part of our conversation. “Community workshops, driven by incubators and business is an imperative to ensure communities are upskilled and therefore have acquired knowledge to better start, develop and grow small businesses and through it substantially add to the economy of the community, metro and country, “ says Marvin Draai, Small Biz Talk for U host.

The talk show is also part of a bigger community development initiative that will take the form of practical skills development workshops.

The Hope Factory's strategy focuses on reaching out to targeted communities; creating greater impact beyond our flagship programme. Our approach is to enter a community together with individuals from that community to ensure collaboration with local individuals in implementing the development programme. Our first community is Kwanobuhle, Uitenhage a community with a great need for development and a passion and hunger for business growth. (Read full press release clicking on the link in the email sent)

# Socio-Economic Development Impact

**ICT:** We successfully completed our 5 day accredited ICT course in June. These impact stats were recorded after conducting an impact survey on all the attendees of the course.

**90%** of the participants indicated that their computer skills have improved due to attending the Apply Basic Computer Technology Unit Standards  
**3.39** (out of 5 average) was how the beneficiaries rated their computer skills as okay (3) before attending the computer training.  
**4.56** (out of 5 average) was how the beneficiaries rated their computer skills as good to very good (5) after the training.  
**3.72** (out of 5 average) of the individuals who completed the computer training indicated that it was useful, leaning towards very useful (4).

**Feedback and impact surveys conducted after two New Venture Creation Unit Standards: Manage Finances of a New Venture and Engage in sustained oral/signed communication and evaluate text.**

## FINANCE

**78.95%** of the participants have indicated that their financial skills have improved because of the training received.

The participants financial skills/knowledge improved from an average of **2.68 out of 5** to **3.79 out of 5**

The participants on average indicated that the new knowledge is useful (3) to very useful (4) with a **3.61 rating out of 5**.

## COMMUNICATION

**84%** of the participants indicated that their communications skills have improved since they received the training.

The participants listening skills improved from an average of **3.11 out of 5** to **4.47 out of 5**

The participants on average indicated that the new knowledge is useful (3) to very useful (4) with a **3.74 rating out of 5**.

The participants rated their ability to handle conflict at **4.21** (Good) compared to **2.84** (3 being Okay) which indicated an increase of **27.36%**

## Our Team



Annie McWalter  
CEO



Jill Johnson  
Senior Executive



Jolandi Snyders  
Business Development  
Senior Manager



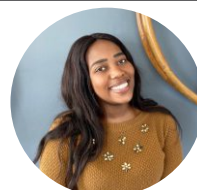
Bernadette Koert  
Programmes Manager



Kelly Sin Hidge  
PR and Design



Karabo Mjaku  
Administrator



Sisipho Cakwe  
Projects  
Administrator

## Flame 2.0 project: King Williams Town

We are implementing the Financial Literacy and Micro Enterprise Programme (Flame) on behalf of Asisa Foundation, the Savings and Investment Association – South Africa.

“The programme empowers beneficiaries in low-income areas by transferring financial literacy knowledge and skills, coupled with basic entrepreneurship and business development skills to foster financial capability and enable greater economic participation.”

The 18 to 24 month programme commenced in September with 44 participants attending and completing the first phase, to conclude 31 October.

“The core intervention of the FLAME programme involves the transfer (development) of knowledge and skills in four learning (content) domains, namely: Personal Financial Literacy Business Financial Literacy Essential Business (Entrepreneurship) Skills Soft Skills

Phase 2 will commence mid-November with 15 beneficiaries, continuing a strong focus on training and introducing one-to-one coaching sessions monthly over a 9 month period.