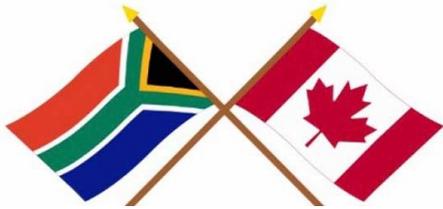


## Who We Are

**The Townships Project** is a Canadian NGO which promotes the success of viable small-scale businesses in South African township communities, with the aim of economic and social development.



❖ In 1998, **President Nelson Mandela** challenged the World Council of Churches to “do something about the poverty in my country”. Canadian Martha Deacon responded by founding **The Townships Project** to support micro-businesses in township areas.

❖ From 1999 to 2010, we focused on **Micro-Lending**, supporting local microfinance institutions making small repayable loans (starting at \$100) to groups of borrowers, primarily women, to start or expand businesses, with the bonus of basic business-skills training.

❖ Some examples of entrepreneurs **The Townships Project** boosted: home-based grocers, fruit and vegetable sellers, candy and snack vendors, butchers and meat providers, dressmakers, second-hand clothing sellers, school lunch suppliers, candle makers, TV receiver installers, sanitary towel manufacturers, and waste removal, security and housekeeping service providers.

❖ From 2010 to 2017, we moved into **Micro-Franchising**. We worked with the SA Department of Trade and Industry and profitable small-scale businesses to systematize, brand and clone them for sale to others. When the government adopted this program, we moved on to another strategy for boosting businesses.

❖ Since 2017 the focus has been on **Building Better Businesses** by means of a **national symposium** for entrepreneurs. This is an interactive forum to help small business owners find financing, marketing, accounting, management skills, mentoring and networking opportunities.

To make it happen, we teamed with Rotary, with its proven record of engaging business and professional leaders in providing service for humanitarian development. Rotarians in South Africa embraced our concept and introduced us to other co-sponsors such as the University of South Africa and the Sesego Foundation. The 2018 Symposium energized 135 small business owners.

## Communities Benefit Through the Success of Small Businesses

❖ The fundamental aim of **The Townships Project** is the economic, and thus the social, development of South African communities.

❖ People know what they need, and are keen to use local businesses that reliably supply those services and products, thus increasing the potential of those enterprises.

## Building Better Businesses Symposium

❖ With momentum from the 2018 Symposium, we have again partnered with UNISA (University of South Africa) and Rotary to bring together 150 small business owners at the second national Symposium, held at the University’s facility in Pretoria in September 2019. Again there is networking among the entrepreneurs, learning from each other, and from experienced speaker-facilitators on topics such as Spotting an Opportunity, Finding the Capital, Sustaining the Business, and Growing/Scaling Up the Business.



❖ Participants have access to mentorship, digital accounting programs, basic legal assistance, and surplus office furniture. As well, there are incentive cash prizes to reward businesses showing the strongest progress in the following year.

❖ The Symposium model is working well and so we expect it to continue successfully.

## How We Work

### ❖ In Canada:

**The Townships Project** is incorporated as a not-for-profit organization, and is authorized to issue charitable receipts for income-tax purposes. (Canada Revenue Agency Registration #86418 8420 RR001)

❖ Operations are managed by a CEO (Founder Martha Deacon), and overseen by a ten-member Board of Directors. Located coast-to-coast across Canada, they have a wide range of expertise and experience in business management, industry, the arts, investor relations, accounting, human resources, community development, and international service.

❖ Funds are raised from donors in Canada, by means of an annual letter and occasional special gifts. Money is transferred as needed to South Africa, where the Board of Trustees administers the account.

### ❖ In South Africa:

**The Townships Project Trust** is administered by three trustees: the Founder and two local Rotarians with careers in corporate governance and wealth management. As well there are two signing officers, who are also Rotarians with careers in banking and realty. All these connections have yielded strong partnerships, such as with UNISA and the Sesego Foundation.

❖ Funds are raised from corporate donors in South Africa, both by in-kind donations and by direct cash contributions.

## Want to Get Involved?

❖ **The Townships Project** works on creative partnerships. Thoughtful people with willingness to contribute their supportive skills and resources do make things happen.

### How might you make a difference?

- ❖ Learning about our work - would you like a presentation at a meeting of your group?
- ❖ Money: of course, a boost of funds can help grow what we do — such as mounting more regional business-boosting workshops.
  - \$2,500 adds productive mentor/mentee receptions to a Symposium.
  - \$3,000 creates a Symposium website with a registration system for participants.
  - \$5,000 gives cellphone access to Sage Accounting software for 50 entrepreneurs.
  - \$10,000 provides prizes for most improved businesses, juried by our panel of business professors, entrepreneurs and Rotarians.



## Contact

### The Townships Project

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THE  
**Townships**  
PROJECT



Building Better  
Businesses  
in South Africa