

A Hand-Up for Families



Harare, Zimbabwe



Economic Empowerment

Budget - Year 1 \$25,200

Project Timeline

FULLY FUNDED

AUG 21

JUL 23

Overview

This project provides an opportunity to assist vulnerable women-led families with vocational training. The first year will identify, train, encourage and empower 50 poor families in nutritional farming practices. Training will include practical demonstrations, hands-on experience, business and character training. Year 2 will progress to business plans, support, mentoring and start-up loans (approx. \$200) to begin their own business based on the knowledge they have acquired. Families will be closely followed up and loans will be repaid for future families. Participants will provide 10% of the capital required to ensure commitment and buy-in. Year 2 budget \$28,200.

Impact for February - July 2022

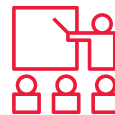


SWOT analyses for selected families

Phase 2: The final number of participants, after an initial intake of 100, settled at 75, as some families dropped out (still above the planned 50). Preliminary assessments were made to gauge their level of business experience and knowledge, financial situation and current assets.

4-month business training for 75 women

covering topics such as record keeping, separating business and household finances, marketing, financial concepts, costing and pricing, generating income, fine-tuning new business ideas, setting smart goals and traits needed for business success. Part of the training included pilot projects, setting up a small business from mini loans (\$1-\$10) funded from proceeds of the main garden.



Approval of business proposals

Participants are now ready to move to Phase 3, where all business proposals submitted by each family will be assessed. Approved business plans will then receive in-kind support/materials needed to kick-start the business.

Each participant will launch a business

after receiving her start-up loan. As an incentive to strive for excellence and to encourage commitment, a performance-based method of loan distribution has been adopted.



- Sharp increases in basic commodity prices has necessitated finding ways to reduce other costs e.g. workshops were held in community at local venues (churches etc) free of charge to minimise hire and transport costs.



Irene's Story

I am a 35 year's young widow living with HIV/AIDS, and a mother of two boys. My husband died at a young age and I was left to provide for my family. I was determined to send my boys to school. I now have a viable street vending business selling vegetables and snacks. Before the course, I had no idea about pricing principles or record keeping and ran it without recording profits and losses or factoring expenses into price setting. I only cared about was buying and selling things, suffering losses without realising. My business now has a direction and I have learned how to plan. What a difference it has made!



Thank you for making a difference