



GRAÇA MACHEL TRUST

WOMEN CREATING WEALTH (WCW)



The Trust's Women Creating Wealth Programme (WCW) supports business-women to realise their potential and pivot their businesses from income generation to wealth creation enterprises. Since 2016, WCW has been implemented in 4 countries reaching over 500 women entrepreneurs in South Africa, Zambia, Tanzania and Malawi. The Programmes impact in building a growth mindset and linkages to finance and markets has driven demand for scale.

HOW WE BOOST WOMEN ENTREPRENEURSHIP DEVELOPMENT

Today, Africa's female entrepreneurship rate is the highest globally, with 27% of the adult female population engaged in early-stage entrepreneurial activity. Despite the potential for entrepreneurship to move the needle for Africa's women, the on-the-ground reality is bleak. Women-owned formal business rates on the African continent remain between 10-15% in Sub-Saharan Africa (Sparks & Barnett, 2010). These businesses are not growth-oriented but are clustered around consumer service sectors, where skills and financial barriers are lower, but competition is higher. They tend to be traditional sectors, home-based, single-individual enterprises, or micro-to-small in scale. In short, they are needs-driven, not wealth-creating - and have limited economic impact.

WCW APPROACH

We identify high-growth business owners and leverage the power of our GAIM methodology - goal setting, accountability, inspiration, and mastery to build the capacity and confidence of women entrepreneurs to scale their businesses.

We are intentional in partnering with specialist organisations and specialists to design interventions that facilitate access to markets and finance and level the playing field for women entrepreneurs to thrive.

We are building an after-care business community to further support and connect our graduate entrepreneurs for networking, sharing of information & knowledge, and promote cross border trade among graduate in South Africa, Malawi, Zambia and Tanzania.

WCW SOLUTIONS



Cultivate a growth mindset.



Equip entrepreneurs with business skills, knowledge, confidence to scale their businesses.



Strengthen and improve entrepreneurs business practices.



Foster networking to leverage support for growth.



Facilitate access to markets and finance.



OUR IMPACT

Out of the 100 WCW graduates surveyed in 2020,

78%

of entrepreneurs attested to surviving COVID - 19 due to greater self - belief, peer support and increased entrepreneurial competencies.

WCW entrepreneurs experienced an average turnover growth of 65% within the year.

INNOVATION AND COVID-19 ADAPTATIONS INCLUDED

93% of entrepreneurs put in new strategies and systems.

79% introduced new products and services.

90% expanded into new markets.

83% digitised aspects of their business.

PAST AND CURRENT PARTNERS



We are looking for like-minded partners to reach 10,000 African women entrepreneurs in the next 5 years. Partner with us as funders, investors, business advisors, coaches, and mentors.