

POWERED BY THE



GRAÇA MACHEL TRUST

GMT Women Creating Wealth Programme

“The journey towards full economic and social prosperity will only be achieved when women take the lead in setting the continent’s development agenda and have equal opportunities to participate at all levels in society.” - Graça Machel.



Introduction

“The Graça Machel Trust’s Women Creating Wealth Mentorship and Coaching Platform has unlocked several opportunities for me and the business enabling the expansion of my security services company.” - Participant from Zambia.

Our vision at the Graça Machel Trust (GMT) is to create a prosperous Africa where women and girls lead the inclusive social, political, and economic transformation of the continent.

We do this by promoting and amplifying new and established visions and voices of African women and girls committed to developing prosperous and equitable African communities and nations. We promote systematic change through the impact of collective action and networks and invest in strategic advocacy to key structural barriers that create gender disparities. We believe in supporting adolescent girls to exercise agency over their lives and challenge the social norms that constrict them, and in doing so grow into a new generation of strong African women.

As a result, our work focuses on supporting adolescent girls, advocating for women’s financial inclusion at different levels, supporting women entrepreneurs to grow their businesses, facilitating gender lens and impact-focused investment, and advocating for women and adolescent girls’ rights globally.

We operate across Africa, with headquarters in Johannesburg, South Africa, and a satellite office in Nairobi, Kenya.

Women

Women Creating Wealth

Women Creating Wealth (WCW) is an entrepreneurship initiative focused on established African women entrepreneurs. It helps them develop the skills, tools, and networks needed to transform their businesses from income-generating to wealth-generating. This comprehensive 10-month programme addresses growth mindset, agency, personal mastery, and leadership, and provides participants with coaching, mentorship, and technical support. Additionally, it facilitates access to markets and finance for women entrepreneurs while working to highlight and dismantle discriminatory economic systems and processes.

The programme goes beyond the initial 10-months of experience, providing continuous support through our business community. This ensures that women entrepreneurs can continuously benefit from networking, learning opportunities, and collectively advocating for change.

Since its inception, the programme has had a significant impact on the lives of women entrepreneurs and the challenges they face. In the past two years alone, it has raised over \$10 million in capital. Currently, there are more than 4,500 participants and a community of 1200 alumni. The program has touched thousands of lives across Kenya, Malawi, Senegal, South Africa, Tanzania, Uganda, and Zambia.

Being part of the Graça Machel Trust's Women Creating programme, which prioritizes sustainable impact is a true honour. I feel privileged to have been selected firstly to pitch my business to potential investors and meet with potential impact partners. The entire experience has been immensely valuable, and I am grateful for the opportunity." - Participant from South Africa.

What makes the Women Creating Wealth programme unique?

- We offer customized support for women entrepreneurs through our GAIM (Goal Setting, Accountability, Inspiration, and Master) methodology, which establishes a comprehensive framework for improved performance and success.
- Our Ignite training program cultivates a growth mindset, enhances confidence, and equips participants with the skills necessary for sustainable business growth.
- We provide technical assistance to deepen understanding of business models, improve market access, and expand financial networks, backed by strategic partnerships that facilitate better access to markets and funding.
- In alignment with GMT's mission, we strive to drive systemic change by employing a holistic 360° approach that reduces obstacles and creates equitable pathways for both women and youth entrepreneurs to access vital resources and growth opportunities.

"I now have a system and I'm able to track and respond to triggers when they appear in the systems while before I was running all over the place trying to accomplish everything." - Participant from Tanzania.

Our audacious goal:

Support, inspire and equip **10,000 businesswomen** across Africa with the necessary skills, tools, and networks to scale their businesses to generate **1 billion USD** in turnover and create **200,000 jobs** by 2030.

Who can be part of the programme?

- Women entrepreneurs who are 18 years and above
- Must have completed secondary school education
- Have an annual business turnover of between USD 10,000 to USD 500,000 or the equivalent of the local currency.
- Have an operational business or a product/service that can be tested in the market with the potential for growth and impact.
- Businesses can be sole proprietorships, partnerships, companies, cooperatives, or groups.
- Business must fall within any of the following sectors:
 - Agriculture and agro-processing
 - Building & construction
 - Financial services
 - Information & Communications Technology (ICT)
 - Manufacturing and value addition
 - Renewable energy/Green energy
 - Tourism
 - Trade and services
 - Transport and infrastructure

Our Impact

The Women Creating Wealth Programme has made a significant impact on women entrepreneurs across Africa.

85%

of the participants improved their business management skills

93%

successfully implemented systems and processes to enhance the efficiency of their business operations.

83%

of the women experienced a boost in confidence to ask for what they want and need.

86%

valued peer learning and inspiration from fellow entrepreneurs.

70%

The programme facilitated increased access to supportive business networks for 70% of the participants

93%

developed a wealth creation mindset.