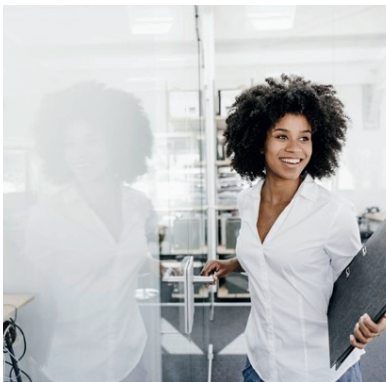


**ANNUAL  
IMPACT REPORT**

**SAICA ENTERPRISE DEVELOPMENT  
AND THE HOPE FACTORY**

**20  
23**





SAICA Enterprise Development (SAICA ED) and The Hope Factory (THF) remain committed to driving sustainable entrepreneurship development as well as economic transformation and job creation under the Learning and Development division of the South African Institute of Chartered Accountants (SAICA).



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## THE HOPE FACTORY AND SAICA ENTERPRISE DEVELOPMENT 'S REFLECTIONS OF POSITIVE IMPACT IN 2023

By Annie McWalter, Group CEO

At the beginning of 2023, we had set ourselves the objective to continue to impact various communities throughout South Africa positively through small business development and the creation of new jobs in the South African economy. Through our diverse offerings within the Socio-Economic Development, Skills Development and Enterprise Supplier Development categories, we have been very fortunate to work with the country's largest organisations in the mining, renewable energy, and the ICT sectors.

It is very encouraging to witness some of the country's largest business sectors, prioritize Enterprise and Supplier Development and Skills Development as strategic transformational pillars to achieve their respective objectives. Through B-BBEE, corporate South Africa has the ideal opportunity to build more sustainable businesses and play a greater role in socio-economic transformation.

Around the world, investment and improvements to local economies are highly regarded business values that ensure profitability and economic success for everyone. For example, a focused approach to building sustainable small businesses through Enterprise Development programmes contribute to this kind of transformation in South Africa, and we believe that our Financial Excellence Offering model together with our skills development approach has continued to prove successful as evidenced by our latest impact statistics.

In 2023 we saw a small increase in job creation through developing customised Financial Excellence programmes for entrepreneurs and SMME's (Small Medium Micro Enterprises). There have been several corporate clients who have indicated interest in our Skills Development and Socio-Economic Development initiatives.

We continue to partner within the renewable energy industry, and we gained another new key client in this space, to support over 30 SMME's with a programme that will focus on Financial Excellence, which will involve a combination of Business and Finance Development (mentorship) support and the development of quality financial records. We are also in the process of renewing our ongoing relationship with one of our key clients in the mining industry.

In collaboration with Sage, we were able to grant free Sage licenses to more than 30 SMME's which has been an excellent new Socio-Economic initiative. Empowering the youth has always been part of our DNA, providing unemployed youth with opportunities to gain work experience at different organizations, through the YES programme initiative.

Upon reflection of the year, we have supported a total of 553 SMME's through our various flagship, Customised and Skills Development projects. We currently have over 50 SAICA member associated Small and Medium Accounting Practices (SMPs) with whom we partner with, in running Financial Excellence programmes. In addition, a total of 53 volunteers from KPMG, FTI consulting and independent SAICA members have also contributed to our programmes as volunteer coaches and mentors to SMME's on the various Flagship programmes. We have had over 80 industry experts who have participated in our operations and have been very supportive in giving us feedback to enhance our customised offering for current industry needs.

The organisation's resilience and agility were truly evaluated in 2023, through several lessons learnt from the previous years. The need to continuously innovate and refocus our customized offering to keep relevant to the current needs of our industry, has certainly proved to be a success in this year's output of our efforts.

Our passion for people to develop key entrepreneurial skills through our Socio-Economic Development, Skills Development initiatives and various projects in our Enterprise and Supplier Development activities remains the key foci of The Hope Factory and SAICA Enterprise Development in 2024.

Our integration and the influence of our governing body, SAICA has been influential in our positioning of being difference makers in the context of SMME Development in South Africa.

SAICA Enterprise Development (SAICA ED) and The Hope Factory (THF) provide a platform for SAICA members and other companies to earn Enterprise and Supplier Development, Socio-Economic Development and Skills Development points as part of their B-BBEE scorecard.

SAICA ED provides strategic Enterprise and Supplier Development (ESD) programmes and customised projects that grow South Africa's entrepreneurial sector. We aim to foster Financial Excellence in entrepreneurs through the Chartered Accountancy profession, and to contribute to the United Nation Sustainable Development Goal (SDG) of the creation of 'Decent Work and Economic Growth' (SDG 8), amongst others.

The Hope Factory, delivers impactful Socio-Economic and Skills Development initiatives resulting in mobilising economic activity, by enabling Unemployed Black South African citizens (with a key focus on youth and women) to generate their own income and contribute to the Sustainable Development Goal of 'Eradicating Poverty' (SDG 1), amongst others.

We provide a dynamic entrepreneurial 'pipeline', empowering Small Businesses from Start-up level all the way through to being a financially sustainable Small, Medium and Micro Enterprise (SMME). With more than twenty years' experience collectively SAICA Enterprise Development, and The Hope Factory has the expertise to design, manage and implement Financial Excellence solutions for Start-Ups and SMMEs nationwide.

## KEY IMPACTFUL INTERACTIONS IN 2023



553

SMME's/Entrepreneurs participated



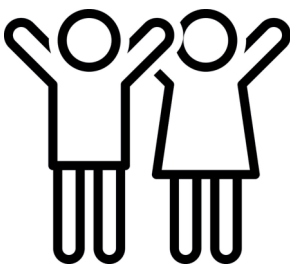
364

Additional Jobs Created



28

Projects Implemented



5

Youth Graduates Impacted with work experience



91

Skills & Socio-Economic Development Participants

# KEY HIGHLIGHTS OF 2023

04

## **Launch of new cohort of 79 SMEs in partnership with Anglo American Zimele**

We kicked off the year with a new cohort of 79 SMMEs within the Mining industry together with strategic partner, Anglo American Zimele. This Financial Excellence programme sought to empower these 79 Zimele SMME's in the following key areas, Northern Cape, Northwest, Limpopo, and Polokwane. Our interventions addressed the SMMEs current financial management challenges and sought to grow the financial management capabilities of the SMMEs on a sustainable basis.

## **Our second Financial Excellence project in partnership with Exxaro Resources was undertaken**

This consists of a 12-month Financial Excellence programme supporting 30 Exxaro SMME's in mining regions (Belfast, Delmas, Middelburg, Lephalale, eMalahleni, Kriel-Mpumalanga, and Gauteng.) Business Diagnostics to ascertain developmental gaps have taken place on site, and the coaching sessions are following to address these gaps. The programme seeks to support Exxaro SMME's through addressing financial management challenges and embedding financial management on a sustainable basis. Recruitment started in November 2022 and the programme is expected to be completed at the end of May 2024.

## **The Hope Factory launched a new strategy: Ignite, Enhance, Advance**

The Hope Factory has launched two new programmes this year, a 6-month work-readiness youth community programme and 12-month entrepreneurial skills programme. The focus of the youth (18 to 35 years of age) community programme is to ignite the mindsets of unemployed youth, to take control of their lives, providing them with enhanced skills to become financially independent and advancing their progress from (self-defined) poverty, towards a (self-defined) better quality of life. The focus of the entrepreneurial skills programme is to ignite youth who may be trading informally or have start-up businesses, enhance their business skills and advance their progress towards establishing (registering and all aspects of business compliance) and growing their businesses sustainably.

## **SAICA ED and Sasol ESD kick off Financial Excellence programme to improve operations in 80 SMMEs**

SAICA ED and global chemicals and energy company, Sasol, have partnered together to implement an Enterprise and Supplier Development (ESD) Programme that will empower 80 SMME's in the following six regions: Durban, Johannesburg, Pretoria, Nelspruit, Sasolburg and Secunda. Sasol Enterprise and Supplier Development approached SAICA ED to implement a customised ESD solution which will focus in Financial Excellence in SMME's. This programme is aimed at improving SMME's financial management systems to run effective operations and create business sustainability and is for the duration of one year.

## **ASISA Foundation and The Hope Factory collaborate to impact South African Youth**

ASISA Foundation's Saver Waya Waya L+EARN #BIZ programme is providing another opportunity for ASISA Foundation to partner with The Hope Factory as the implementation representative. The L+EARN #BIZ programme is being implemented for youth-owned micro-enterprises in the Rustenburg and surrounding areas. The programme aims to develop personal and business financial literacy skills to support and improve income-generated activities for youth, enabling them to contribute positively to the local economy.

# MEDIA EXPOSURE 2023

05

Featured articles in the  
Accountancy South Africa  
Publication

9



PR, Feature Articles, and  
impact stories published  
in various media

16



The Hope Chronicles  
Quartely Newsletter

4



Virtual and Face to Face  
Marketing events attended

8



SAICA Associated Small and  
Medium Accounting  
Practices profiled

6



The Big Small Business  
interview

1



SAICA Small Business  
Podcast

1



# KEY INITIATIVES

## The Hope Factory

### African Explosives and Chemical Industries (AECI) Financial Skills Booster Programme

Financial Skills Booster Programme based in the Northern Cape, Kuruman onboarded 10 female artisans. The 12-month programme focused on financial management, to boost micro-enterprises with skills that helped their businesses thrive financially:

- **9** female artisans successfully completed the programme
- The artisans received access to a sage license for bookkeeping purposes
- Increased business income and profits
- Increased sales through new business contracts
- Improved marketing through social media
- **3** new part-time jobs created

### CHIETA Small Business Support Programme

The Chemical Industries Education & Training Authority (CHIETA) Small Business Support Programme (Year 2) supported SMMEs in the chemical industry in Eastern Cape. The 12-month programme focused on individual and business development to improve the operations of the SMMEs, assist in accessing new markets and focussing on compliance for accessing funding within the chemical industry sector:

- **20** SMMEs empowered
- All SMMEs successfully graduated from the programme and received operational investment for their businesses
- **100%** of the entrepreneurs indicated that their business knowledge had grown

### CHIETA and Cennergi Services Partnership

This Small Business Support Programme offered training workshops to upskill and develop entrepreneurs to start chemical manufacturing businesses:

- **16** SMME's were empowered from Bedford, Cookhouse, Adelaide and Sommeret East
- All SMME's were taught how to manufacture their own household chemicals
- 100% of the SMME's completed 3 Unit Standards of the new venture creation accredited short skills training programme
- All the SMME's graduated successfully from the programme, pitched their businesses, and displayed their products at an access to markets event
- All SMME's now have registered businesses and have the ability to sell their own products

### Merafe Short Skills Programme

This accredited short skills programme developed **4** disabled participants with 3-unit standards from the New Venture Creations Skills Programme as follows:

- Apply the basic skills of customer service
- Tender for Business or Work in a selected New Venture
- Manage Business Operations

# KEY INITIATIVES

## The Hope Factory (Continued)

### NDE Short Skills Programme

**2** marketing graduates had the opportunity to complete 4-unit standards from the New Venture Creations Accredited short Skills Programme as follows:

- Apply Basic Business Ethics in a work environment
- Behave in a professional manner in a business environment
- Manage Business Operations
- Apply basic skills of customer service

### SETA Internship Programme

SETA-Funded employment opportunities for interns based in Nelson Mandela Bay

- **2** SETA funded interns placed from December 2022 until November 2023
- Interns were given employment opportunities and have been absorbed into The Hope Factory, effective 1 December 2023

### Socio Economic Development Youth programme:

The Hope Factory recently launched a new programme that focuses on youth upliftment in Nelson Mandela Bay for the Helenvale and New Brighton communities. The aim of the programme was to ignite the mindsets of unemployed youth to take control of their lives and move forward, enhancing their skills to become financially independent, and advancing their abilities to move from a place of (self-defined) poverty towards a better quality of life.

- **14** participants successfully completed the programme
- **12** have been placed for employment opportunities through the YES (Youth Employment Services) initiative and are currently actively earning an income (**5** have been placed with The Hope Factory and SAICA Enterprise Development)
- The remaining beneficiaries are participants of our Socio-Economic Development (SED) Entrepreneurial Skills Programme 2024



# KEY INITIATIVES

## The Hope Factory (Continued)

### The Entrepreneurial Skills Flagship Programme – Uitenhage Cohort

**16** entrepreneurs participated in an 18-month Socio-Economic Development Programme that consisted of training and mentoring sessions supported by KPMG and the Nelson Mandela Bay Development Agency.

- **75%** of participant's main source of income now is business income
- **4** entrepreneurs registered their businesses formally
- **57%** growth in the number of businesses that were trading
- **86%** change in entrepreneurs separating their personal and business transactions

## SAICA Enterprise Development

### SAICA Enterprise Development Flagship Coaching Programme (Cohort 5)

A collaboration with independent coaches FTI consulting and KPMG, to implement a virtual 8 Month Enterprise and Supplier Development programme.

- **18** entrepreneurs successfully graduated
- **4** jobs created
- Average revenue growth increased by **19%** across the 18 SMME's
- Average net profit margin increased by **22%** across the 18 SMME's

### SAICA Enterprise Development Flagship Coaching Programme (Cohort 6) - Ongoing

A collaboration with independent coaches FTI consulting and KPMG to implement a virtual 8 Month Enterprise and Supplier Development programme.

- **26** SMME's empowered
- Deep dive diagnostic and development plans developed for these SMME's
- Ongoing finance and business coaching taking place
- Ongoing master classes taking place

### SAICA Supplier Development Programme 2

12-month Supplier Development programme supporting SAICA suppliers with coaching support and workshops.

- **11** SMME's empowered
- Average of **54%** increase in net profit across the 11 SMME's
- Average of **62%** increase in revenue growth across the 11 SMME's
- **17** New jobs were created

# KEY INITIATIVES

## SAICA Enterprise Development (Continued)

### SAICA Supplier Development Programme 3 - Ongoing

Supporting economic empowerment and transformation through the implementation of a sustainable Supplier Development 12-month programme.

- **7** SMME's are being empowered
- All diagnostics and development plans have been conducted
- Ongoing finance and business coaching
- Industry specific workshops

### Solar Capital De-Aar (RF) Programme 1

Our goal is to educate, upskill and develop the local SMME's within the De Aar network to be sustainable and productive businesses that can contribute to the local economy.

- **8** SMME's empowered
- **5** companies increased their turnover
- **1** SMME owner drew a formal salary of R7 000 p/m for the first time.
- Numerous pro bono services offered by the personal development coach over and above what was sponsored by the programme.
- All candidates and businesses showed improved knowledge and skills that were implemented and reflect in company changes.

### Solar Capital De-Aar (RF 3) Programme 1

An impactful collaboration to educate, upskill and develop SMME's within the De Aar network through a 4-month intervention Enterprise Development programme.

- **8** SMME's empowered
- **37.5%** of the SMME's grew in turnover
- **11** jobs created (including interns, casuals, and permanent staff)
- Provided access to markets to 2 companies, resulting in them securing 3 and 4 new clients respectfully.
- **100%** of the businesses are now financially compliant as at their 2022/3 tax year

# KEY INITIATIVES

## SAICA Enterprise Development (Continued)

### Dedisa Enegro 7 - Ongoing

This is the 7th project ran by SAICA ED in partnership with Dedisa Peaking Power for the purposes of developing a network of energy SMME's that can provide professional services and/or innovation to the broader energy sector. The aim and purpose of the programme was not only to address the B-BBEE Enterprise Development compliance of Dedisa Peaking Power, but to also address the overall business strategy and purpose of developing a network of Black-owned energy contributors that could bring transformation to the sector.

- **8** SMME's empowered
- Diagnostic assessments concluded
- Programme support included a master class and personal leadership development
- **5** Jobs created to date
- Referrals to other industry experts, with possible funding opportunities and one business securing 300k to date

### Sygnia 2

SAICA ED assisted Sygnia with their B-BBEE obligations including securing two bonus points which resulted in achieving the desired Enterprise and Supplier Development objectives.

- **2** SMME's empowered
- **1** Job created
- Both companies grew in knowledge and application of business financial acumen

### Exxaro Programme 2 - Ongoing

Empowering Black-owned SMME's within mining communities. The programme aims to bring awareness to the importance of Financial Excellence in running, managing and growing business enterprises.

- **30** SMME's empowered
- Deep dive diagnostic and development plans developed for these SMME's
- Ongoing finance and business coaching taking place
- Back office and compliance support

# KEY INITIATIVES

## SAICA Enterprise Development (Continued)

### Exxaro Programme 3 - Ongoing

Empowering Black-Owned SMME's in mining communities. The programme aims to bring awareness to the importance of Financial Excellence in running, managing and growing business enterprises.

- **27** SMME's empowered
- Deep dive diagnostic and development plans were done for these SMMEs.
- Ongoing finance and business coaching taking place.
- Back office and compliance support taking place

### Anglo Zimele Programme 1

Empowering SMME's in mining communities in the Kumba and Platinum regions. The programme aims to bring awareness to the importance of Financial Excellence in running, managing and growing business enterprises.

- **41** SMME's empowered
- **51%** of the businesses supported increased in turnover.
- **51%** of the total businesses increased in net profit
- **37%** of the businesses created new jobs
- Across the **41** businesses, procurement opportunities totaled R186 million cumulatively.

### Sasol Enterprise and Supplier Development Customised programme - Ongoing

SAICA Enterprise Development and Sasol, have partnered together to implement a 12-month Enterprise and Supplier Development Programme that is aimed at improving SMME's financial management systems and coaching them to run effective operations and create business sustainability in the following regions: Sasolburg, Ekandustria, Secunda and Gauteng.

- **80** SMME's empowered
- Deep dive diagnostic and development plans were done for these SMME's
- Ongoing finance and business coaching taking place
- Back office and compliance support taking place

### SAICA ED Graduate Placement Programme Initiative

- **2** YES Graduates that were placed at SAICA Enterprise Development were given employment opportunities effective 1 October 2023.

# OUR CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS

12

1 NO  
POVERTY



4 QUALITY  
EDUCATION



5 GENDER  
EQUALITY



7 AFFORDABLE AND  
CLEAN ENERGY



8 DECENT WORK AND  
ECONOMIC GROWTH



10 REDUCED  
INEQUALITIES



17 PARTNERSHIPS  
FOR THE GOALS



# ASISA FOUNDATION AND THE HOPE FACTORY COLLABORATE TO IMPACT SA YOUTH

13



Association for Savings & Investment South Africa (ASISA) Foundation's Saver Waya Waya L+EARN #BIZ programme is providing another opportunity for ASISA Foundation to partner with The Hope Factory (an entity of SAICA) as an implementation representative. This is a successful collaboration between entities of the Association of Savings Investment South Africa (ASISA) and the South African Institute of Chartered Accounts (SAICA) which has the potential to make a difference and create measurable impact.

The L+EARN #BIZ programme will be implemented for youth-owned micro-enterprises in the Rustenburg and surrounding areas. The programme aims to develop personal and business financial literacy skills to support and improve income-generated activities for the youth, to enable them to contribute positively to the local economy.

Implementing programmes such as L+EARN #BIZ, in areas like Rustenburg, can play a role in transformation by empowering youth to take ownership of their future and equip them with financial knowledge skills that will enable them to be financially literate.

The ASISA Foundation and The Hope Factory value the relationship and partnering in projects such as these, as a collective we are able to impact the future of our youth, which in turn can change the future trajectory of our nation, towards one that is more equal and less marred by poverty caused by unemployment.

The Hope Factory (THF) implements Socio-Economic and Skills Development Programmes as well as customised projects, which result in mobilising economic activity for Unemployed Black South African citizens (as defined by the B-BBEE codes).

ASISA Foundation implements effective, efficient, objective, relevant and targeted consumer financial education and retirement fund trustee education initiatives on behalf of the financial services sector in South Africa that have a significant and sustainable impact on the South African society.

# RESILIENT MAM GLADYS REAPS REWARDS

14

We continue to highlight inspirational women who are driven by tenacity and the ability to grow from strength to strength. Women who overcome whatever hurdles they face and keep moving forward no matter the challenges, deserve to be celebrated.

Meet Gladys Mbebe, a 69-year-old woman from De Aar, who has been an informal trader for the past 33 years. She started by selling potatoes at her home and is now the sole owner of Mhawe's Fruit and Veg, "I saw an opportunity as a Black woman for making a living for myself, I took the chance, and I have not looked back since." In November 2022, Lilitha Solar PV partnered with SAICA Enterprise Development for a 4-Month



Enterprise Development programme to support Lilitha Solar PV's drive to create sustainable impact for SMME's within the De Aar community. The Enterprise Development programme educates, upskills, and develops SMME's within the De Aar network to be sustainable and productive businesses that can contribute to the local economy, and bring improved social economic conditions for the community. SAICA ED offers Financial Excellence to SMMEs through all designations of the South African Institute of Chartered Accountants (SAICA).

As an informal trader, Gladys struggled with lack of funds and financial literacy, but has been impacted by the programme in the short time she has been with us. The interventions have focused on areas that would create immediate impact. This involved helping her to review the financial model, introducing her to consistent record keeping, minimising costs, managing stock, and increasing sales. A business bank account is now being used. These interventions have resulted in a growth turn over from R2 500 per month to R7 000 per month and Mhawe's Fruit and Veg now employs two part-time employees. Gladys was assisted with separating her personal and business finances and with her personal tax. Her business now operates as a sole proprietor. "The financial coaching sessions helped me greatly in knowing and understanding how to manage and keep track of my finances," said Gladys.

"She is an inspiration to many women in South Africa from small and disadvantaged backgrounds. To date the candidate has been consistent and did not give up on the business. I am enormously proud of Gladys because she was able to implement what she has been coached on, she has the right attitude and her dedication to what she is doing makes her a very resilient entrepreneur." Said Tsholofelo Momphi, her business coach.

"Mam Gladys is a wonderful person, most people look up to her, they admire her strength, and she is a role model to many in the De Aar area" says Joyce Nxumalo, SAICA ED Customised Projects Assistant. SAICA ED will continue to support women owned entrepreneurs with Financial Excellence interventions to ensure that their business remain sustainable and contribute to the local economy.

As SAICA ED, we believe that by creating financially savvy entrepreneurs, we will help businesses to grow sustainably, access funding successfully, and ultimately employ more people.



# LOOKING FORWARD TO 2024

SAICA Enterprise Development and The Hope Factory have achieved significant milestones in 2023 and we are very proud to have positively influenced communities, youth unemployment and upliftment.

Our commitment and trust in the work that we do, allows us to grow the positive impact each year. It certainly brings fulfilment when we finally see the end results and all the positive impact of our work.

In 2024 we look forward to collaborating with corporate South Africa to ensure we continue to serve communities through entrepreneurial skills development and job creation initiatives with customised training programmes that continue to enhance and build the SMME ecosystem nationwide.



# THANK YOU

Without our key stakeholders, our work would not be possible. We would like to extend our appreciation and thank all our stakeholders, and funders for collaborating with us and trusting us in accomplishing this impact in 2023.



Above shown are some of our strategic partners for 2023

# SAICA Enterprise Development and The Hope Factory remain committed to driving sustainable entrepreneurship development.



Contact us to find out how you can contribute to making a difference.

Email Our Investor Relations Co-Ordinator: Cheryl-Ann Blignaut

[cherylann@saicaed.co.za](mailto:cherylann@saicaed.co.za)



**3024**

SMEs/Entrepreneurs empowered



**2593**

Social-Economic Development Participants



**1025**

Additional jobs created



**147**

SAICA Small Medium Practices Involved



**472**

Youth graduates impacted with work experience



**401**

Number of Projects



## Our Legacy





# VISIT US



[www.thehopefactory.co.za](http://www.thehopefactory.co.za)  
[www.https://www.saica.org.za/enterprise-development](https://www.saica.org.za/enterprise-development)



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