

The Foundation for the Development of Africa

"Participation Builds Unity"



1999 - 2009

Celebrating 10 Years of Serving Africa

(A Not-for-Profit Association Incorporated Under Section 21)

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"MADE IN AFRICA - FOR AFRICA"

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1. The Mandate

The Foundation for the Development of Africa (FDA) mandated the Women's Development Programme called WOMEN WITH PURPOSE the following:

- identify new projects,
- facilitate existing projects,
- and showcase performing projects

.....this will help women to benefit

- their families,
- their communities,
- their cities,
- countries and
- the continent of Africa,

.....as they find and fulfill their purpose.

It is necessary that these projects all meet criteria of **sustainability** and **excellence** in the way they equip and enable women to liberate the greatness within them, and collaborate to achieve greatness in Africa.

Note: Sustainable development is development that wisely uses and manages all resources (financial, renewable and non-renewable resources) and respects all living things. It is development that meets current needs without jeopardising the ability of others, both in present and future generations, to meet their needs.

Background to THE FOUNDATION FOR THE DEVELOPMENT OF AFRICA

- Non-membership, private, non-profit organisation since 1999
- Actively involved with initiating and facilitating business and other processes conducive to **sustainable** development in Africa - "*Less Aid - Let's Trade*" is a trademark phrase
- Processes include the promotion of:
 - networking opportunities
 - business opportunities and dissemination of business information
 - investment and joint venture opportunities
 - special projects
 - and a range of value added services - all to serve Africa
- FDA website geared to facilitate sustainable local economic development (LED) throughout Africa.
- FDA website currently ranked on the front page of most international search portals when searching for "business development africa".

"Women are key to Africa's sustainable development"

– Peter Metcalfe

FDA WOMEN'S DEVELOPMENT PROGRAMME: WOMEN WITH PURPOSE

April 2009

Every woman has the potential to transcend herself to create a circle of benevolence and be a "Woman of Purpose" for the people around her, her community, her country and the continent.

– Ina Le Roux

2. The Vision Statement

WOMEN WITH PURPOSE is dedicated to helping women find and fulfill their purpose to make the world a better place.

Note: While WOMEN WITH PURPOSE is focused on the development of women in Africa, ultimately if women are able to benefit their families, communities, cities, countries and Africa, then they will indeed make the world a better place.

3. The Objectives

A compelling purpose is that of one that is far greater than ourselves. There are, however, a plethora of issues to which women could give their time and talents, and so fulfil their purpose. It is proposed that WOMEN WITH PURPOSE will avoid offering a vehicle to meet every purpose under heaven, but rather that it selects a framework within which there is immense need, great choice, yet defined parameters.

The Millennium Development Goals serves as such a framework. Not only are the issues fundamental to sustainable development in Africa, they are enormous in scope, making room for just about anyone to make a difference. Furthermore, the Millennium Development Goals are supported by international organisations, significant funds, and rigorous measures. Yet, so much remains to be done to achieve the 2015 deadline.

The objectives of WOMEN WITH PURPOSE are simple: To IGNITE and ENABLE women, within the context of the 9 goals.

WOMEN WITH PURPOSE is to help women find a cause that resonates with their sense of purpose, and then enable them to do something about it, within the parameters of the following 9 goals (at least for the next 6 years) for Africa:

1. Reducing poverty and hunger
2. Reducing disease such as HIV/Aids, malaria, TB
3. Reducing child mortality
4. Improving the quality and the reach of primary education
5. Improving maternal health
6. Improving the sustainability of our environment
7. Improving ethics – reducing corruption
8. Improving women's leadership skills
9. Improving the success of women-led businesses

WOMEN WITH PURPOSE has the mandate not only to identify new projects that address the above-mentioned goals, but also to facilitate existing projects that do so. This may mean collaborating with existing organisations that have the same goals, as and when opportunities arise to do so.

*“If women can start taking steps, big or small,
aligned to their passions and abilities, to address these noble goals,
the world will indeed be a better place”*

– Samantha Burns

It is understandable for anyone to feel overwhelmed when presented with a list of goals as weighty as these, such that even if they want to play a role, they don't know where to start. WOMEN WITH PURPOSE helps them to start, and succeed. The proposed implementation plan outlines how.

4. Implementation Plan

The objectives of WOMEN WITH PURPOSE are simple: IGNITE and ENABLE, within the context of the 9 goals. How these objectives are implemented is open to the ideas, ingenuity, contacts, resources and passion of the women who get involved in WOMEN WITH PURPOSE. These will vary from town to town across Africa. However, all implementation plans of proposed projects will share a certain degree of commonality in that they will all need to pass five criteria. The criteria are best described in the form of questions:

Fulfills the vision and objectives:

- In what way does the initiative or project help women to find and / or fulfill their purpose?
- How does this initiative or project ignite or enable women?

Meets one or more of the 9 Goals:

- Which one or more of the 9 goals does this initiative meet?
- How many other initiatives do we already have meeting the same goal?

Is financially possible – now and in future:

- Is this initiative or project reasonable?
- Who is sponsoring this initiative and why?
- How will this initiative be funded going forward?

Is sustainable:

- What impact does this initiative have on society?
- What impact does this initiative have on the economy?
- What impact does this initiative have on the environment?
- Is the initiative or project completely ethical? Are there any conflicts of interest?
- While the initiatives may meet our current needs, does it in any way detract from the ability of others to meet their needs?

Is excellent:

- In what way is this initiative or project excellent?

- Would the sponsor of this project or initiative be proud of what will be accomplished with their funds?
- Does it meet world standards? How do you know?
- In what way does it compare to the best out there? At least to the best available in Africa?
- Would a critical newspaper reporter write a good review about it?

Relying on the criteria as a backdrop for every implementation opportunity, some proposed ideas for implementation are on the table as follows, under the chapter headings of IGNITE and ENABLE , aligned with the objectives of WOMEN WITH PURPOSE.

IGNITE

- through purpose-finding seminars
- through identifying needs amongst women in the community
- through showcasing women's projects or initiatives
- through recognition of women

ENABLE

- through partnership with existing projects
- through bridging the gap projects
- through leadership development
- through mentoring and coaching
- through facilitating of resources
- through local economic development

These points are expanded as follow:

IGNITE

WOMEN WITH PURPOSE will offer purpose-finding seminars or workshops

Every great achievement is the result of a heart on fire. No lasting difference can be made in Africa concerning the 9 stated goals, if people aren't impassioned and inspired to do so. Such passion lies undiscovered within the hearts of many men and women – dormant until awoken.

WOMEN WITH PURPOSE plans to run seminars to initiate the journey of purpose-finding. This *may* include modules such as:

- Understand your creative purpose
- Understand how your most important priorities and values determine your destiny
- Learn how to set your goals in line with your highest values
- Create opportunities through gratitude, inspiration and enthusiasm
- Cut the power of anger, fear and intimidation
- Discover your talents and passions
- Explore the potential match between your talents and passions and 9 goals

There are many providers of powerful personal discovery workshops or seminars.

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– Ina Le Roux

WOMEN WITH PURPOSE could source different facilitators covering similar types of seminars in different countries and different towns. WOMEN WITH PURPOSE could secure funding to subsidise the cost of these purpose-finding workshops and so offer them at a special rate for women in each town.

During these workshops, certain women will be naturally drawn to one or more of the 9 goals, and be motivated to play their part in big or small ways. WOMEN WITH PURPOSE may fulfil the role of connecting women with other women or organisations that are involved in their area of passion. Those women who are not only inspired, but practically live out their purpose, are then invited to become associate members of WOMEN WITH PURPOSE and so form the network of women through which new projects are identified or existing projects are supported.

Flowing from these seminars, will be the opportunity to identify potential and existing leaders that may benefit from leadership development and leadership coaching. This is discussed in the Enable section.

WOMEN WITH PURPOSE will support and recognise GREAT women

It is proposed that recognition takes place at multiple levels, from a personal success story to a heroic mover-and-shaker affecting thousands of women on the continent. For example:

- Create the platform on the WOMEN WITH PURPOSE website for women to share their success stories concerning their own personal breakthroughs in living their purpose. Facilitate a rating function, where readers can rate the stories, in which case they are awarded stars and move up in ranking of the order of appearance of success stories.
- Alongside that, create the platform for women to recognise others in their community who are doing great things. Similarly, make use of the star rating system to rank the order of the reviews.
- WOMEN WITH PURPOSE could invite the local press to investigate the highest ranking stories for potential press coverage. Furthermore, they may be fertile ground for the initiation of a new project, or they may indeed be an existing project deserving of the support of WOMEN WITH PURPOSE.
- After every purpose-finding seminar, WOMEN WITH PURPOSE will encourage and facilitate the formation of follow up purpose-living support groups (see the section on Enable). These groups of women, meeting once a month or however often they wish, get together to fan the flame of their passion and support one another in living out their purpose as it aligns to one or more of the 9 goals.
- It will be the job of each of these purpose-living groups to nominate the best Woman with Purpose of the year for their town or city, along with a strong motivation as to why they would be the winner.
- Once a year WOMEN WITH PURPOSE will host a national gala event to recognise all winners of the Woman with Purpose of the Year awards at town/city/ regional level, and then announce the National Woman with Purpose of the Year, with due fanfare, gifts, promotion and accolades.
- As WOMEN WITH PURPOSE expands into Africa, all the National Woman with Purpose of the Year winners will compete against other nations to achieve the Africa Woman with Purpose of the Year.

- All the “Woman with Purpose” of the Year winners (at local, national and continental level) will be profiled on the WOMEN WITH PURPOSE website and the FDA website, to differing degrees.
- WOMEN WITH PURPOSE may call upon any of the winners to speak at future WOMEN WITH PURPOSE events or possibly mentor one or two other women with passions similar to theirs (see section on Enable).

In summary: Through workshops, support and recognition, WOMEN WITH PURPOSE aims to ignite the passions of women to fulfil their purpose aligned to the 9 goals. At this point it is worth reiterating those 9 goals, as they are key to the next section on enabling.

Earlier in this document we state that the objectives of WOMEN WITH PURPOSE is to help women find a cause that resonates with their sense of purpose, and then enable them to do something about it, within the parameters of the following 9 goals for Africa:

1. Reduce poverty and hunger
2. Reduce disease such as HIV/Aids, malaria, TB
3. Reduce child mortality
4. Improve the quality and the reach of primary education
5. Improve maternal health
6. Improve the sustainability of our environment
7. Improve ethics – reducing corruption
8. Improve women’s leadership skills
9. Improve the success of women-led businesses

We move now to the second part of the implementation plan: Enable.

ENABLE

WOMEN WITH PURPOSE will equip and enable women

▪ Through Partnerships

Equipping women to fulfil their purpose in any one of the above 9 goals is an enormous challenge – one which WOMEN WITH PURPOSE will not attempt to do on its own. However, it will make it a priority to source the best speakers / teachers / institutions in Africa in the above areas. These will be listed on the website and women, once ignited, will be referred to one or more of these bodies to learn the appropriate knowledge and/or enhance their existing knowledge on the subject.

▪ Through Bridging the Gap projects

Equipping women through the facilitating and promotion of BRIDGING THE GAP PROJECTS, on a capacitating platform to bridge the gap between the impossible now and the possible future, creating opportunities for dedicated women.

- **Through Leadership Development**

To make headway in achieving the 9 goals, good leadership is paramount. Women find themselves in leadership positions in many circumstances – in the home, in business, in community – and as such can benefit from learning not only how their behaviour influences others, but how their way of being influences every human interaction.

“If women recognise their true potential and celebrate their unique attributes, the face of leadership will change”

– Ina Le Roux

To equip women to fulfil their purpose in any one of the 9 Goals, they need to be better leaders. WOMEN WITH PURPOSE will create a platform to promote and facilitate a LEADERSHIP PROGRAMME for women addressing specific skills, attitudes and knowledge to help and support them in their professional careers and interpersonal relationships.

Leadership courses, workshops and seminars about across the globe. Across Africa WOMEN WITH PURPOSE will source the best available programmes and source funding to subsidise the cost of these courses to make them available to women who need to be equipped to fulfil their purpose within the 9 Goals. It may happen that some women who participate in WOMEN WITH PURPOSE LEADERSHIP PROGRAMME, are themselves expert facilitators and are passionate about giving their time to help women to make the world a better place.

- **Through mentoring and coaching**

It was stated earlier in this document that WOMEN WITH PURPOSE may call upon any of the winners of the Woman with Purpose of the Year awards to possibly mentor one or two other women with passions similar to theirs. WOMEN WITH PURPOSE will facilitate the development of positive growth relationships, for limited periods so as not to over-burden those who are awarded.

Professional coaching institutions may be approached to see how they can be of assistance, but for the most part, women may often find that they learn the most through other women in the WOMEN WITH PURPOSE network. Earlier in this document it was also stated that after every purpose-finding seminar, WOMEN WITH PURPOSE will encourage and facilitate the formation of follow up purpose-living support groups. It is through these support groups that women are able to “coach” each other in an informal setting.

- **Through facilitation of resources**

In every city where WOMEN WITH PURPOSE is launched, it will be important to identify local needs that fall into the categories of the 9 goals. Local government and business chambers would probably be of assistance in this regard. It can also be achieved through the press and the internet channelling people to voice their needs as they pertain to:

1. Reducing poverty and hunger
2. Reducing disease such as HIV/Aids, malaria, TB
3. Reducing child mortality
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Knowing where legitimate needs are on the one hand, and having women committed to fulfilling their purpose in one or more of these areas on the other hand, allows WOMEN WITH PURPOSE to meet the need of enabling women to do something about a cause that resonates with their sense of purpose.

Community needs will be published on the WOMEN WITH PURPOSE website, for each of access to any women wanting to make a difference in these areas. For example, a local organisation providing a feeding scheme for street-children may be in need of pots and utensils. A woman who is passionate about reducing poverty and hunger may be able to assist once she knows that this is their need. Or, a non-profit institution in maternal health may be in need of someone to help them with a certain technology, and a woman, once she is aware of this need, is more than willing to offer her services in this regard.

Many women may find themselves in the situation where they feel strongly for the needs of primary education, for example, but they don't know where to start because they don't necessarily know where the real needs are or who to speak to. WOMEN WITH PURPOSE facilitates the match between the need and the passion. How each woman then chooses to make a difference is entirely up to their own talents and time. The only requirement that WOMEN WITH PURPOSE has of any woman that they enable in this way is integrity. It will do harm to the reputation of WOMEN WITH PURPOSE if the women it channels through to various bodies fail to do what they say they will do.

It is possible that the needs of the community that are identified already have organisations working to address them. If that is the case, WOMEN WITH PURPOSE is happy to channel women to them to help where they can. It is also possible that there are some needs of the community that are identified that are not receiving any attention whatsoever. In these instances, WOMEN WITH PURPOSE may source the funding to enable the women who find that these particular needs resonate with their sense of purpose, to start a new project to address it. And thirdly, it is possible that there are some needs of the community that are so big, that even though one or more organisations are already trying to address the need, there is more than enough room to initiate a new project in this particular area.

- **Through local economic development**

THE FOUNDATION FOR THE DEVELOPMENT OF AFRICA, has implemented the ATC FDA TRADING PARTNER PROFILE PROGRAMME through out Africa, to provide a platform for business; government and civil society to 'showcase' their profiles on the world-ranked/rated websites of THE FOUNDATION FOR THE DEVELOPMENT OF AFRICA - SEE:

<http://www.fdapartners.net/com/index.htm>

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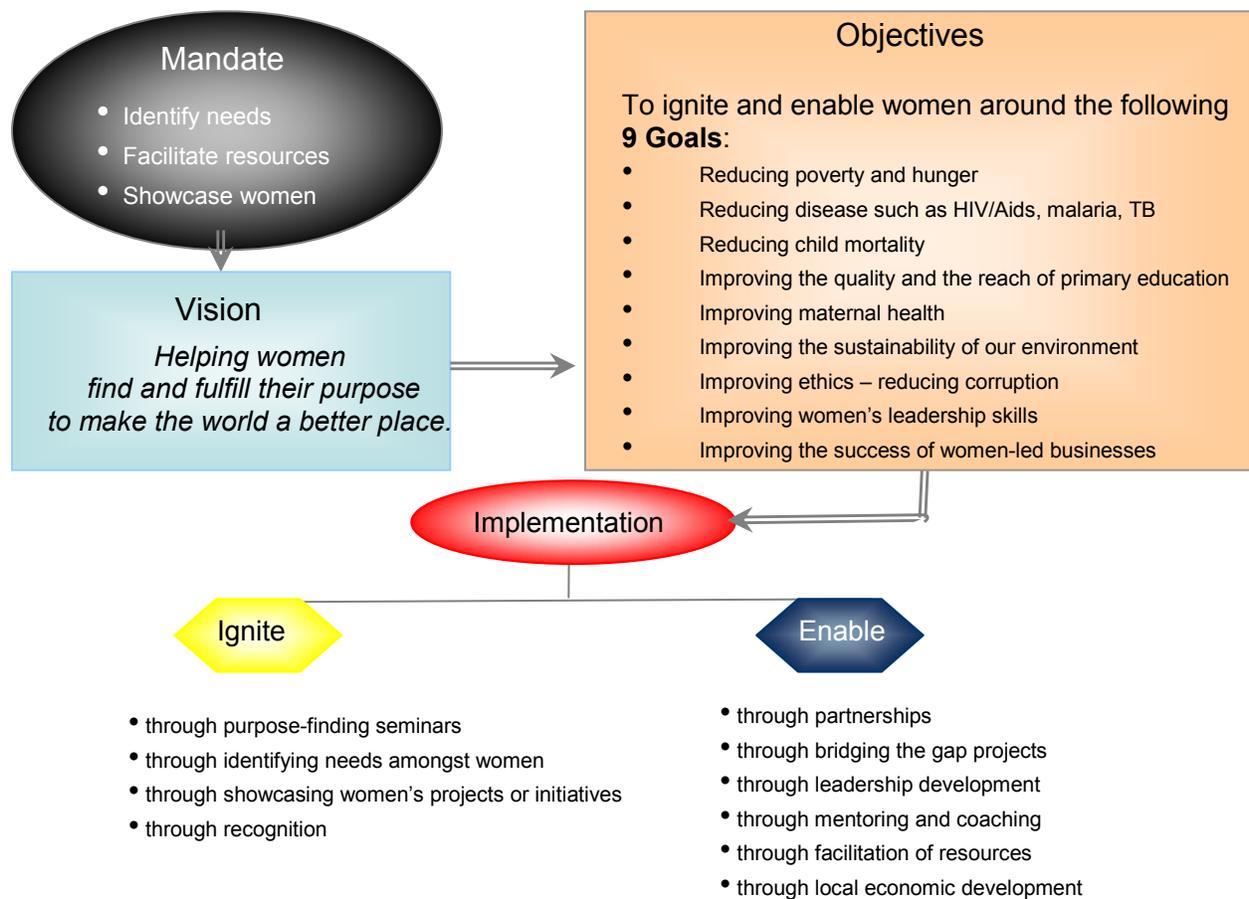
– Ina Le Roux

The aim is to coordinate, consolidate and 'showcase' existing expertise, talent, products and services available in the community to the community and the rest of the world, focusing and enhancing local economic development on a world-ranked platform.

In conclusion

Ultimately WOMEN WITH PURPOSE wants to be able to report back to the FDA to say how many women it has helped to find their purpose, and how many women are actively involved in fulfilling their purpose in Africa in respect of the 9 goals, as a result of the support and facilitation of WOMEN WITH PURPOSE.

Summary



WOMEN WITH PURPOSE is dedicated to helping women find and fulfill their purpose to make the world a better place.

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