

November 10, 2014

Dear Friends:

The Hopeful Face of MicroFranchising in South Africa

Thank you very much for your past support for **The Townships Project**. With your generous donations as well as the help of volunteers from coast to coast over 16 years, we have been able to fight systemic poverty through supporting microlending and more recently microfranchising, with a lot of local support. MicroFranchising's multiplier effect has the potential to help hundreds, even thousands, succeed with the same profitable business model.

These are our key achievements during 2014. I am asking for your continued support in 2015.

Today we stand at a crossroads. We are on the verge of pulling the pieces and concepts together that will have a huge impact on poverty alleviation in South Africa. We continue to endeavor to supplement our funding with corporate and foundation funds. To date we have used your funding support with tremendous leverage so anything you can do to provide additional funding, help spread the word or to provide volunteer support, would be greatly appreciated. Your continued support will have a huge impact and is critical at this point.

South African Government, Academic and Corporate Support for MicroFranchising Workshops

We continued to work closely with **The Department of Trade and Industry (the "DTI") in South Africa** as it explores the benefits of adopting microfranchising as a national policy initiative for job creation amongst the poorest. The DTI provided catering at the 5-day Asset Based Small Business Development workshop in the Township of Sebokeng from the 25th to the 29th of November 2013. The venue was provided by the Vaal University of Technology ("VUT"). The workshop facilitator was paid by RandWater Foundation. Three follow up workshops on microfranchising and business plan creation were also supported by the DTI, VUT and RandWater Foundation. **The Townships Project** organized all of these events, and selected nine micro-franchiseable businesses from them to feature at our third **MicroFranchising Launch**.



Lindiwe Shibambo, the Founder of Maid4U
 1st Prize Winner at MicroFranchising
 Launch 2014

Third MicroFranchising Launch, 21st & 22nd of May 2014 in Sebokeng Township

The Launch featured nine profitable micro-businesses that could be branded, systematized and replicated for sale as micro-franchises at a cost of \$1,500 - \$15,000. Four of these were chosen for cash prizes awarded by Comart Foundation. The DTI has assured all of the businesses that it will pay for packaging and further development. As DTI assistance typically takes up to a year or more to materialize, **The Townships Project** is focused on assisting the four prize winners right now to ensure they survive and thrive.



Lindiwe Shibambo, the Founder of
Maid4U, conducting a training session



First Aid training from Tshwane
 Department of Health



Maid4U Graduates

Lindiwe Shibambo – South African 2014 Emerging Entrepreneur of the Year!

Lindiwe grew up in the Township of Soshanguve and started **Maid4U** from a shack 8 years ago. Maid4U recruits, trains and places domestic workers. Lindiwe had put herself through university working as a domestic, and she knew there was tremendous demand for well-trained domestic workers. There was no competition from black-owned businesses in the townships, and she knew the market. Before **Maid4U**, job seekers had to respond to each newspaper ad and to make an expensive travel for each interview, and the prospective employer had no way of vetting prospective employees or of replacing someone who became sick or temporarily disabled: <https://www.youtube.com/watch?v=SYwE6EaT9BQ&feature=youtu.be>

Today **Maid4U** is a well-recognized brand that has placed 1000+ workers. Lindiwe was recognized as 2014 Emerging Entrepreneur of the Year. Despite winning many prizes of recognition, she lacks the resources to access bank or private finance. That is why **The Townships Project** exists. The \$3,500 cash won as **First Prize at MicroFranchising Launch 2014** was the very first outside investment in **Maid4U**. Now she is seeking \$25,000 to establish two township micro-franchises and upgrade the signature head office. "Donations in kind" have paid for audited financial statements, franchising documentation and sophisticated branding. This \$25,000 investment will launch **Maid4U** as a microfranchisor and provide a highly visible example of micro-franchising power.

More News and Many Thanks

Jayshree Padayatchey completed her fourth year as our Project Director in South Africa in August 2014, and is committed to becoming self-sustaining with South African funds during 2015, so that any money that we send to South Africa can be directed to supporting specific microfranchises. We would not be where we are today without Jayshree's ingenious, creative and tireless efforts to support microfranchising and microlending as the best job creation tools for the poorest.

Special thanks to our Chair, Cathy Hume, for the bookkeeping support she provided through her firm for more than 6 years. Bookkeeping duties have now been transferred from Cathy's firm in Toronto to volunteer Sheri Chislett here in Charlottetown. We also extend a huge thank you for the steadfast support of the volunteers in Vancouver who have stuffed and mailed this annual letter for 10 years now. It is an amazing effort and much appreciated. Carol Ouellet in Hamilton continues to record donations and mail receipts.

On July 1st, 2013, I moved to Charlottetown with my Mum. Sadly she died on January 10th, 2014. It has been a difficult year, but I am optimistic about the future and treasure the knowledge of her full support for and interest in **The Townships Project** from its inception.

Together with the Board, we all work to ensure that every \$50 you donate changes a South African life for the better. With many thanks for your help and involvement and all best wishes for a safe, happy and fulfilling holiday season and New Year! You can donate securely at www.thetownshipsproject.org, or by mail using the tear-off section attached to this letter.

Sincerely,

Martha

F. Martha Deacon
Founder and CEO
marthadeacon@thetownshipsproject.org



Cathy

Cathy Hume
Chair
cathy@chfir.com

YES, I WANT TO SUPPORT THE TOWNSHIPS PROJECT (www.thetownshipsproject.org)
Charitable Registration #86418 8420 RR0001

Here is my donation:

\$50 _____ \$100 _____ \$250 _____ \$500 _____ Other _____

Name: _____

Address: _____

Postal Code: _____ Phone: (____) _____ Email: _____

Please send to: The Townships Project, c/o Martha Deacon, 69 Upper Prince Street, Charlottetown, PE C1A 4S6