

## PRESS RELEASE

### **Applications for the SAB Foundation Tholoana Enterprise Programme are now open** *Call for small businesses to apply to transformative business mentorship programme*

[Johannesburg, 01 August 2024] The SAB Foundation is pleased to announce the opening of applications for its sought-after Tholoana Enterprise Programme. Based on its continuous success over the years, it stands out as an opportunity for high-potential small business owners who are committed to achieving overall personal and business growth.

This 18-month programme is designed to empower entrepreneurs across all business sectors, and actively seeks participation from women, youth, those living in rural areas and persons with disabilities.

“Our past participants have described their experience as being life-altering, transformational and holistically developmental,” says Itumeleng Dhlamini, Head of Programmes at the SAB Foundation. “Many of these inspiring individuals have seen positive growth in turnover for their businesses and have been able to create more employment opportunities as a result.”

“As one of our flagship programmes, the Tholoana Enterprise Programme aims to support entrepreneurs in becoming successful and resilient business owners through extensive skills development, mentorship, access to markets, finance, and practical business tools,” she adds.

Alumnus, Mampho Sotshongaye, is the founder of civil engineering company Golden Rewards, and was awarded the Tholoana Enterprise Award 2023. “Through the incredible support I received, I was able to improve my company structures and systems, increase the number of my employees from 85 to 132, and grow my turnover by more than 55%.”

Upon acceptance, participants will undergo a comprehensive journey of self-assessment, goal setting, and strategic growth planning tailored to their business needs. The programme provides inclusive wrap-around support, including mental health assistance, to help entrepreneurs achieve their full potential.

“We strive to ensure balanced representation from all nine provinces, including peri-urban and rural areas,” Dhlamini adds. “Successful applicants will receive extensive business skills development, one-on-one mentorship and coaching, which are key to participants' success.

Well-recognised for its significant impact in South African communities, the Tholoana Enterprise Programme has supported over 650 businesses, of which 50% are owned by women, 57% are owned by youth, and 3% are owned by persons with disabilities. These business owners have achieved a combined turnover increase of R475 million since inception.

“We call on entrepreneurs who are committed to success to apply and achieve businesses success,” she concludes. “This will be the start of their journey with us and can look forward to becoming part of a thriving network of opportunities long after completion.”

#### **Eligibility criteria:**

- Applicants must be fully operational for at least 12 months.
- The business needs to be 51% black-owned and managed.
- The business must be headquartered in South Africa.
- The business must be managed full-time by the applicant.
- The applicant has the skills and experience necessary for the type of business they are engaged in.

#### **In addition, preference will be given to:**

- Enterprises run by or benefitting persons with disabilities.
- Women and youth-owned businesses.
- Peri-urban and rural enterprises.
- Enterprises that create jobs in areas with few other opportunities.

Applications open from 1 August to 9 September 2024 at midday.

Apply here now: <https://www.sabfoundation.co.za/tholoana-enterprise-programme>.

**Ends**

**About the SAB Foundation**

Established in 2010, the SAB Foundation supports the growth of small, medium, and micro-sized enterprises in South Africa, with a focus on empowering historically disadvantaged individuals, including women, youth, and people with disabilities. The SAB Foundation provides grant funding, business skills development, and ongoing mentorship to help entrepreneurs thrive.

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