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PHILISA ABAFAZI BETHU

Heal Our Women

Bakery Proposal



BACKGROUND HISTORY

Philisa Abafazi Bethu is a women and children's shelter, working within The Lavender Hill Township community of Cape Peninsula, South Africa. Lavender Hill was formed as a result of the Group Areas Act of 1950. It has a population of 45,000, including five informal settlements that contain high levels of drug abuse, violence, gangs, and crime. There are more than 100,000 gang members in 137 gangs in the Cape Peninsula. There is currently a 60% unemployment rate in Lavender Hill largely due to the oppression of past apartheid laws.

MISSION STATEMENT

"Activism. Sometimes it's sitting and listening to the hearts of volunteers - their impressions, opinions, questions and debates. The culture shock in finding out that there are certain behaviors shared between all nations. The transformation begins with the realization that you can measure reality versus what is in your heart and how it affects you. When something touches you and challenges your critical thinking – what you know or believe to be true - then three quarters of your mission is complete. We are working towards a future where women will be free.

Giving Women Tools to Succeed. *That's the Philisa Abafazi way*"

PROJECT DESCRIPTION

Lucinda has an apparent drive and goal of protecting and empowering abused women and children of the community, stopping at nothing to make the goal a realization, even at the cost of her own funds. As of yet all the functioning costs come from Lucinda's pocket, which isn't ideal. This brings about the need for a revenue-building source. I propose Philisa Abafazi Bethu Baked Goods. The bakery will be aimed at providing a useful skillset including an independent mindset, while also providing standalone revenue for the shelter, as well as developing deeper sense of sisterhood within the organization. With little to no initial funding available for said startup ways to provide the capital will also be denoted.

History of Cape Town

Cape Town, also known as 'The Mother City', is the oldest documented town in South Africa having its first council meeting held on 8 April 1652. It is also the largest city in the Western Cape Province with an area of 2 461km². It was originally founded as a resupply stop for the Dutch East India Company. Cape Town has a long history of the struggle against racial discrimination and social injustice. Some of the earlier struggles against injustice manifested themselves as armed conflicts, firstly against Portuguese sailors and later Dutch settlers. Slaves brought in by the Dutch East India Company to the Cape also fought both directly and indirectly to improve their quantifiable circumstances. The emergence of the early elite of the oppressed groups of people precipitated the formation of political organizations and protests against increasing racial segregation in Cape Town and later against apartheid.

The Apartheid of South Africa is known as a period of strict oppression led by majority white ruling population in the 20th century. Although restrictions had been placed on minorities and less fortunate sectors before this period, starting in 1948 there was explicitly systematic intent. It encompassed races being separated into whites, coloreds, and blacks (noted by most privileged to least). Under the rule of their president Frederik Willem de Klerk apartheid was abolished in 1994. Following said president, took place Nelson Mandela,

starting an era of change. Cape Town continues shaping the history of South African society even though it's still a relatively young judiciary system—at just over a decade old.

Today, Cape Town is the legislative capital of South Africa, and a popular tourist destination known for its beaches, vineyards and majestic landscapes and limitless ocean. Even though it's growing tourism, tourist areas are set just literal walks away from the actuality of life for the majority of the estimated 3,740,026 populations that live within townships.

History of Lavender Hills

Many locals and historians consider the Lavender Hills Township to be one of, if not, the worst township of the Western Cape region. Even though Lavender Hill is only 17 km away from the capital of the Western Cape, more privileged citizens look down on the Hillians. According to the city of Cape Town 2011 Census, Lavender Hill consisted of the about 32,598 people and only 6,504 homes. That leaves the their average persons per home at about 5 in a person home filled world. Being a coloured township, Lavender Hill is made up of an outstanding 95% coloured people.

Education is also something that is not easily accessed in Lavender Hill. Only 19% of the population has completed an education higher than grade 12 over the age of 20. With such narrowing statistics, less than 1 in 5 citizens in the

hills have a high level of education making it hard to progress as a community on any front. Education is one of the most valuable accredits an individual can obtain, considering the higher education level an individual has essentially provides a deeper enlightenment of the world and its relations. The more educated an individual is the more potential they have to improve the quality of not only their life but the community as well.

The labor force is quite low as well; there are only 58% employed people in Lavender Hill between the ages of 15 to 64. This a little more than half the populations, meaning the other unemployed population who are dependent have very little resources to even be shared. With low education and a none-viable employment market it creates a self-perpetuating cycle of community degradation. Tarnishing the community by creating a dependency on illegal revenue, which youth end up being the brunt of in reality; youth being so impressionable and headstrong at the same time as they grow into the future. The average household's make around R 3,200 or less, once all the money is distributed for needs of the household it leaves mediocre surviving money. There is a lack of proper toilets, which results in women using the bathroom at night in dangerous conditions—this is where a lot of rapes happen in Lavender Hill. The rape atmosphere has become the norm in South Africa due to all of the attributing factors that cause the adverse of prosperity.

Personal Exert

Upon arriving in Cape Town, South Africa I had no idea what program I would be apart of. I'm the type of person that believes everything happens for a reason, as long as the individual in question takes a step forward—presumably—in the right direction. My choices for my internship assignment were the entrepreneurship program then a women's battered shelter followed by the YMCA. It was to my surprise that I didn't receive my first choice due to it having limited spots, fewer than that of the other programs. I was assigned Philisa Abafazi Bethu, a women and children's battered shelter and community program. To be fully honest, I was skeptical about showing my face around the premises. This is because I have conflicted feelings of my own battered past as well as inner constraints of feeling as if I create mental conflicts for women; a constant question of "How can I really help these people?" Regardless, knowing that the purpose of me applying to this study abroad program was to experience a transformative experience, I had no choice but to put my best foot forward for the community.

History and Mission Statement of Philisa Abafazi Bethu

Our first day on the internship, Mrs. Lucinda ushered our group in and sat us down. Naturally, she was observing us just as we were observing her. I

noticed that behind every woman's eyes there that they were tired, had seen some things, and had an undistinguishable drive to push on. Mrs. Lucinda told us the story of how she first started the shelter. She said she was in the community and noticed a disturbance that arose, a woman was being drug and mistreated by a man, presumably her husband. People watched and she was filled with disgust and couldn't hold herself back so she acted. She jumped in her car and boldly bumped the guy, not hard enough to hurt him, be enough to startle him, get him away, and try to help the woman. The woman then, instead of embracing the help, turned on Lucinda. Snapping saying, "This is none of your concern!" Mrs. Lucinda was appalled and set aside herself. She went home livid, reflecting on the community's deeply imbedded prevalence of women abuse within their culture, feeling an obligation to create a safe place for women who were in potentially or clearly unsafe situation. She then ended her spill by divulging that she and the other women also struggle from mental illness potentially ranging from depression to bipolar disorder. My whole team was shocked, speechless. I held back tears; I couldn't show apparent emotion around such strong women. It made sense what her motto was on the handout she had given us:

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realization that you can measure reality versus what is in your heart and how it affects you. When something touches you and challenges your critical thinking – what you know or believe to be true - then three quarters of your mission is complete. We are working towards a future where women will be free.

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It was then time for us to introduce ourselves to Mrs. Lucinda; per usual I opted to go first for reasons unknown to myself. Before I could start, she stopped me and stated she would like for us to be honest on whether or not we wanted to be there or if it was a decision made for us. I came clean that the shelter wasn't my first choice; she seemed moved, but enlightened. She then teased me and reassured me that everything happens for a reason and I was meant to be there, that I'd come to find out my usefulness. I joked that it wasn't personal, that I am more of a businessman and am very emotional which is why the shelter wasn't my first choice and the business building was. She jumped to say she had just the project for me to work on for my time while being apart of her organization, she wanted me to come up with a business proposal for starting a bakery for the women from the ground up. Being an entrepreneur by nature and creed I was elated to help, feeling a sense of belonging, I immediately had ideas and formulations on how to get things started.

Interviews

Having tons of ideas ready at hand, I needed to run them by Mrs. Lucinda, as well as the others involved with the community serving organization—after all I was only an outsider looking in on the problem. So as valid as I may have seen my solution I needed to know it was really what they required of me. I wanted to get a better feel for them as people as well as their ambitions and striving passions.

Mrs. Lucinda Evans:

What is your motivation? What keeps you pushing?

“Every time a women comes in it is a time we can advocate for peace. We hope that in the next 10 years, women can know their rights and have access to available services. Its not that it isn't there it is that people don't know to use them. [Women] are the majority in this country but in terms of equity we are behind where we should be, on a local national and even international. I want women to stand up.”

Who are some of your bigger influences?

“At a point in my life when I didn't have any way through the darkness Michelle Obama in 2011, she told me anything is possible. I didn't know 2 months before meeting her that I would be doing so. I had 5 minutes, she gave me 15, my voice mattered. She is a black woman who is the most powerful women in her country. Here in Lavender Hills no one sees Lavender, but she give me hope. I have a women crush on Dr. Ramphela Mam; she told me good bad and ugly, from super crush to super hating her. If you are going to be emotional about raising your voice as a women than you are going to lose. She taught me to not be so emotional, I value it.”

How do you feel about us being here?

“When your organization called to have students, I asked what do they know about the organization, have they been oriented. And you all hadn't been acknowledged; I saw it as an opportunity for you all to see the other side in your

particular fields. For students that come from a society where everything is in place, whether you use it or not, versus $\frac{3}{4}$ of our community can't see such things are possible. For you to go back to the states and tell people what you have seen and network on a basis of taking care of children women and older people. I have really been fortunate to have people that are open. No stereotype, but some people come and don't make way. It becomes bigger that UCT and UT and it becomes about the greater good. And I feel honored to hear, 'You were not my first choice.' I'm here with people who are honest and will say it to my face."

How many children are in the program?

"This year we have 45 enrolled, but 23 coming regular. (Why the disparity with numbers?) The different times of school semesters, and distance, when its exam times it will be full time, and during holiday. Next week will be full compliment. The solution would be an extra convey."

Why a bakery?

"To bring stable food to community, bread is staple food, one of the most expensive, 13 rand. Theirs is more commercialized, nothing nutritional. We are able to make it more nutritional and less of price."

Auntie Zulfa Hercules

Why don't women put a stop to abuse?

"The abuser is typically the bread winner and a lot of kids and mothers can't support the more dependent children."

How was your life?

She was abused for 20 to 25 years, which became her norm because women collectively feel that they can't do anything without the man. She also felt that she didn't want to anger the man, as well as she started to get comfortable with what her husband would dish out.

What's one of the most difficult things you have encountered in the organization?

She ultimately stated she had to get counseling. Now she is fully comfortable with stating she is a rape victim, of which 7 men gang raped her and one was her best friend.

What's great about Lucinda?

"She's someone you can lean on anytime. She's also hardcore, keeping you on your toes. She teaches us to empower ourselves and the next person."

Philisa Abafazi Bethu Bread

Proposal

I propose a women's bakery to aid in community development on an array of different fronts. I would like to see the bakery network and aid local businesses within the Lavender Hills community such as small printing shops and markets while also enriching the children and women with useful life tools to then pass on themselves. Enriching the "Recycle the rand!" principle that would start rebuilding the town's infrastructure on a sustainable level.

The women involved would inherently learn a deeper sense of community engagement and sisterhood, whilst observing the greater good their service brings into the community. Along with the aspect of social skillsets being nourished, having the women study life aiding skills like goal setting, money management, and self-realization habits would be an expected ambition of every participant.

The bakery would shell out brown homegrown multi-vegetable nourished breads; far better quality than that of the mass production competitor. As Mrs. Lucinda said in our interview, "We would be the competition!" Offering cheaper bread that is better quality that backs a better ever clear message and is easier to access than commercial retailers. Not only would the bakery produce bread, it

would also deal in confectionary sweets and fried or baked breaded goods as well.

Marketing and Revenue Building

I asked if there was any money already set aside for this endeavor when I ran the ideas by Mrs. Lucinda, I was told no. My proposal includes GoFundMe plans and higher inclusion of social media to give a deeper presence for an international life span. To raise money within the community I propose a Snack Pack for the children of the community. The snack packs would be R10 and contain bread, cheese, tomato, and a fresh fruit of the season such as an orange, apple, or guava. This would be easy to sustain as many products can be bought in bulk such as the packing materials, seeds, and marketing material like stickers. In order to make marketing easy, stickers and buttons should be implemented giving them to the kids and closing food packing with them. Not only would they be great for getting knowledge out via word of mouth, the stickers could also be printed in community, recycling the rand.

To reach prime of the business would cost a total of Reach goals of the business would got 98k rand. With reach goals being: 650 thousand rand for a 23-seater transport van, 250 thousand rand for a Toyota 4x4, and 2.5 million rand to acquire the building.

Expenditure Graphs

Expenditure	Unit Price	Unit Required	Total
	ZAR		ZAR
Gas Functioning Oven	6,019.99	5	30,099.95
	ZAR		ZAR
Industrial Mixer	9,750.00	2	19,500.00
	ZAR		ZAR
Cooking Shelves	1,271.40	20	25,428.00
Mixing Bowl	ZAR 249.44	10	ZAR 2,494.40
			ZAR
Oven Tray	ZAR 269.00	50	13,450.00
Premix (Unspecified, 2.5kg/unit)	ZAR 30.00	100	ZAR 3,000.00
Flour (2.5kg/unit)	ZAR 26.95	100	ZAR 2,695.00
Wax or Brown Paper (24"/700')	ZAR 280.80	2	ZAR 561.60
Stickers (250pieces/unit)	ZAR 468.00	2	ZAR 936.00
		Tallied Total	ZAR
		=	98,164.95

Snack Pack Graph

Ingredients	Can be Made?	Cost	Yield/Units	Units for 200	
				SP's	Total
Brown Bread	Not initially	ZAR 13.00	5	40	ZAR 520.00
Tomatoe	Not initially	ZAR 10.00	5	40	ZAR 400.00
Garden Grown Tomatoe	Yes!	ZAR 22.00	30	6.6	ZAR 145.20
Cheese (kg)	No	ZAR 89.00	12	16.6	1,477.40
Apple	No	ZAR 10.00	5	40	ZAR 400.00
Orange	No	ZAR 10.00	5	40	ZAR 400.00
Guava	No	ZAR 10.00	5	40	ZAR 400.00
Brown bags	No	ZAR 327.44	400	1	ZAR 327.44
					ZAR
Total w/o GGT					3,124.84
					ZAR
Total w/ GGT					2,870.04
Savings					ZAR 254.80
Est. Capital Builds?					SP R10 ea
w/o GGT					3
w/ GGT					2

Skillset Building

The women will need to be educated and informed on how to manage themselves and their lives in order to adequately run the bakery even if they're only in the kitchen. I propose they read articles such as How to Develop Long

Term Focus by MindTools and the college textbook Motivation and Learning Strategies for College Success: A Focus on Self-regulated Learning, 4th Edition. These reads will encompass Motivation/Identity, SMART Goals, Time Management of short term, medium term and long term goals.

Comparison of South Africa to America

There are many differences and similarities to be seen as an American coming to South Africa. For starters the similarities are more apparent than not. The resources are available, just a gapping mirroring approach to distribution. The availability of products is abundant everywhere in Cape Town and even around the townships, just as can be seen in the states.

In terms of their market, the difference comes into play when fast food versus fresh home cooked meals come into thought. Health disparity is noticed, it is easier and cheaper to eat at home through cooking your own food in South Africa than it is to go out and spend a hefty check on a fast food. I think a factor for this is the unemployment rate, which is sitting at 60% unemployed, money has to be stretched for more family and growing healthier food is great. Whereas in America, it is cheaper and more convenient to eat out at fast food restaurants than it is to cook or grow a fresh meal.

A prevalent that can be observed in both countries is government support or imitative. Mrs. Lucinda even said herself, "Our mayor sucks." They only

support what moves money in their interest, not what the people of the townships need as can be seen with the conditions they live in. I can attest to the conditions of the “ghetto” areas of Dallas such as Pleasant Grove or Oak Cliff, where I grew up. These schools have windows that continually are boarded up as opposed to being rebuilt because the funding simply isn’t available. Both communities have kids wearing clothes that either don’t fit or could be in better-mended conditions.

Lastly the cultures of rape are contrasting and similar all in the same manner. In South Africa it is an all over epidemic, woman can’t even trust their best friends as seen with Auntie Zulfa. Woman can’t use restrooms at night even. Where as in America woman may have the same fears walking down the street, but don’t have high chances of being snatched away, without our proper plumbing. In America the more money you make the easier it is for someone to get away with a crime, you simply slip through the cracks. In South Africa it seems that no matter the creed, you can slip through for a minimal fee.

Conclusion

The women at Philisa Abafazi Bethu have done an outstanding job with engaging and nourishing the children and women that walk through the front doors in turn impacting the community. This expansion opportunity has been created in order to help extend its reach into the community to impact more lives

by on available resources. The students from the University of Texas at Austin are still very committed to seeing the success of the organization and will be open to assisting in any way while in the United States.