



Dear Supporters

Support us as we invest in African entrepreneurs and enterprises.

Welcome to the SEEDA newsletter. SEEDA stands for Supporting Entrepreneurs and Enterprise Development in Africa.

Why SEEDA? Every year Africa needs to create 8 MILLION NEW JOBS just to absorb those coming onto the job market. This is the number calculated by the Economic Commission for Africa.

Most of these jobs will come from an expansion of the informal, small and medium sized business sector and will be generated by skilled entrepreneurs. SEEDA is about supporting those entrepreneurs and businesses.

Over the coming months and years we will be bringing you news of the exciting developments taking place in this flagship programme of AFFORD, launched in 2006.

You will learn how we are making a difference to the lives of small traders and business people in Sierra Leone and Ghana, expanding their businesses, helping them put their issues on the agenda and creating much needed jobs that will lead to sustainable development.

Follow progress on the pilot business development centres we are establishing in Freetown and Bo in Sierra Leone.

Hear directly from the diaspora resource persons (RPs) who have shared their skills and money with business counterparts in Africa, as well as from Jessie Kenya, the Project Officer.

Also learn the different ways you can help us expand SEEDA and our other work – through the AFFORD MILLION PLUS campaign. We are encouraging you to get involved either through direct giving, fundraising, or volunteering or time.

giboul faul

AFFORD Chairman

SEEDA SHOWS GROWTH & IMPACT

Freetown, Bo, Accra, Makeni, Kenema, Kumasi and Koidu— these are all the cities and towns in Sierra Leone and Ghana that Diaspora SEEDA Resource Persons (RPs) have travelled to share their skills, knowledge and money in order help small traders and business expand.

Since the first mission to Sierra Leone in March 2006, four further missions have been undertaken, supported by Voluntary Services Overseas' Diaspora Volunteering Initiative. 70 RPs have invested over £100,000 worth of their time and money, engaging with 600 plus businesses, assisting them with book-keeping, business planning, marketing, and even with opening bank accounts and securing capital.

Essential to SEEDA's success has been local partnerships with trade associations such as the Sierra Leone Indigenous Business Association (SLIBA); Sweissy Jewellers Association and Market Women's Association. Meanwhile, strategic partnerships with the Diamond Trading Company, Barclays Bank-Ghana, Rokel Bank- Sierra Leone, & Southwark Council, have consolidated SEEDA's reach and impact.



SEEDA Business Centres

These are multiple views of Njala University near Bo in Sierra Leone where one of our SEEDA business support centres is in its final stages of creation. As of now, twenty-five people have been trained as business coaches. The two centres (the other is at Institute of Public Administration and Management – IPAM, in Freetown) will open in early August 2007. We will bring you news of the Business Centres in the next newsletter.

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A SEEDA AND SIERRA LEONEAN SUCCESS STORY

“Thanks to AFFORD, it is easier to communicate with customers now and monitor what I spend. I have saved quite a bit of money, and I am appreciating the feedback I receive from my customers and how much easier it is to keep track of profits. I have also employed another person to manage the business”

The smell of baking cakes has always wafted through Franklynette Johnson’s family memories. Those smells of comfort and contentment have continued into adulthood as she is the owner of Sierra Leone’s first and most successful professional cake shop.

Johnson’s Sugar-Craft Designs opened in November 2004 and is a product of both her skill and dream of making cakes that have the ‘wow’ factor.

Being an owner of a top small business is a success in itself, but Johnson admitted that she needed help to refine her business skills and make her shop even better.

“I was aware of my inability to properly keep records, but I didn’t have money to invest in seeking accountants,” Johnson admitted.

That was the situation, at least, until Johnson was alerted to the AFFORD’s SEEDA project and the November 2006 mission. SEEDA Resource Persons, Tamba Momoh and Angela Kiire knew exactly how to help her refine her business practices. While the AFFORD RPs knowledge of flowers made out of icing was trumped by Johnson’s skill, Tamba and Kiire were able to



Franklynette Johnson with a cake she made for a recent wedding

teach her skills in book-keeping, customer accountability and human resources.

“It’s quite difficult to keep records in Sierra Leone, because you don’t always get a receipt for what you buy, but now I have a proper receipt book and have trained my employees, including the new one, on how to keep records.”

Another common problem is the lack of customer accountability. In an effort to stop people from ordering cakes without paying, Tamba, Angela and Franklynette collaborated to revise her customer form so that customers are now bound by contract to pay in due time. For Franklynette SEEDA has helped her move to the next level.

ANNOUNCING... RAISE £ MILLION CAMPAIGN

AFFORD wishes to expand SEEDA beyond a mission oriented program into an ever-present resource for young entrepreneurs and potential investors on the ground in each SEEDA country. To realise this dream AFFORD needs the help of everyone in helping to create those 8 million jobs needed each year for the youth of Africa through the AFFORD MILLION PLUS Campaign.

The AFFORD MILLION PLUS Campaign is a diverse campaign that will engage our supporters in one of our biggest fundraising efforts to date. We want everyone to be involved—no contribution or effort is too small! For more information on the MILLION PLUS Campaign for AFFORD, see page 4 of this newsletter.

SEEDA VIDEO

During the November 2006 SEEDA mission to Sierra Leone, RPs were trailed by well known documentary filmmaker, Ishmabil Blagrove of Rice n Peas fame. The completed documentary ‘A Homecoming for Jobs in Africa’, powerfully demonstrates the triumphant relationships between the Diaspora and the continent that are creating an active business class and the jobs that come with it.

To order the DVD, *A Homecoming for Jobs in Africa*, contact Onyekachi Wambu at onyekachi@afford-uk.org. Each DVD is £8.





HOW I BENEFITED FROM SHARING MY SKILLS IN AFRICA



Angela Kiire counsels a client in Freetown, Sierra Leone

Angela Kiire, a Resource Person (RP) on the November 2006 SEEDA mission to Sierra Leone, shares her experience.

'I first heard about AFFORD when I was working at Bradford Centre for International Development a few years ago... My involvement with the organisation began in earnest, however, last July, after I attended a conference on the African diaspora... SEEDA is a process through which Africans living in the UK could contribute to the success of the businesses of Africans living in Africa. I knew I had to get involved. As a member of the diaspora, I have had numerous opportunities that my African counterparts just haven't been able to access. I am connected to networks they may be unable to reach. Having been exposed to alternative ways of doing things in the West, I felt I could bring a fresh perspective.

'Despite the significant challenges that entrepreneurs face

(poor infrastructure, inadequate access to finance, weak institutions, absence of the legal frameworks to regulate business interactions etc), "business" is the buzzword you hear again and again on the streets of Kampala, Kinshasa, Harare, Gaborone. When I relayed this information to my clients in Freetown, many of them were excited by the thought of their business activities being part of a wider continental movement that is set not only to add to the GDP of African nations and reduce overall unemployment, but also to empower the marginalized and restore their hope.

"...the prospect of an established and flourishing Sierra Leonean small business class is more than just an exciting ideal; it is a reality that can actually be arrived at..."

~ Angela Kiire ~

'We sat down in small groups with our clients and discussed the main challenges they were facing. One of my clients sells curio items and she spoke about the frustration of being reliant on seasonal sales since her most lucrative sales are to visitors and tourists... I set out to try

to encourage this particular client to recognise the opportunities in the activities she engages in on a day to day basis; to reappraise her personal capacity to succeed, and to see the potential in her situation. I ended up acknowledging the power of prayer (which I do, after all, believe in) but suggested further practical steps she could take to enhance her business performance and thereby overcome the challenges she had identified (e.g. improving her marketing techniques, taking her goods to hotels, seeking new and local markets).

'I left Sierra Leone feeling very hopeful. What I witnessed and experienced as a Resource Person on a SEEDA mission confirmed in my mind that the prospect of an established and flourishing Sierra Leonean small business class is more than just an exciting ideal; it is a reality that can actually be arrived at through conscious development and the effort of ordinary individuals.

'The personal qualities essential for successful entrepreneurship—resilience, openness, passion and versatility—are already abundant amongst many of the clients we interacted with. What SEEDA is doing is enabling those businessmen and women to access key business support services that will be of assistance to them in the long-term.

'These are exciting times for the continent. I regard SEEDA as an opportunity to contribute to positive and sustainable change in Africa.'



RUNNING FOR JOBS: TEAM AFFORD

madeleine kennedy-macfoy (left) runs to fundraise for charity organisations. She runs marathons world-wide to support the causes she deeply cares for. She will soon run for AFFORD and is looking for team mates to join her in a marathon or marathons endeavour.

The team created through AFFORD will run in charity marathons in 2008 at the earliest to allow for training time. Running in a marathon is a commitment but it has its rewards—the reward of finishing the tangible race, the reward of accomplishment and the reward of months of work paying off.

The race will be a part of the AFFORD MILLION PLUS fundraising campaign (see below). The money raised from sponsorships will be apart of the bigger picture created by the support of those that believe in AFFORD's mission.

Email mkennedymacfoy@yahoo.com for more details.



AFFORD MILLION PLUS

AFFORD has always had a vision, a vision to spur, aid and increase development in Africa. This vision, fuelled by what Africans say they need, is central to the work that AFFORD does.

The AFFORD MILLION PLUS came out of a desire to increase both AFFORD and its supporters footprint on the development of Africa. It is hoped that through the funds obtained through this fundraising campaign AFFORD will be able to:

- Increase its funding of SEEDA to offer more support to entrepreneurs and enterprises in Africa
- Strengthen AFFORD's think-tank and research capacity, so we can generate policies that create an enabling environment for the Diaspora to contribute more effectively to development in Africa
- Maintain its independence as a charity organisation working for Africa

We welcome individuals, groups and organisations coming together to put on fundraising activities to help us reach our Million Pound Target. Contact Onyekachi Wambu at onyekachi@afford-uk.org to get involved!





SEEDA FEATURES AT AFRICAN DIASPORA AND DEVELOPMENT DAY (AD3)

SEEDA featured prominently at this year's African Diaspora and Development Day (AD3), AFFORD's annual Diaspora get together on July 7th 2007, which focused on Business and Education, Leadership and Skills for Development.

SEEDA RPs facilitated a number of workshops and master classes, sharing their skills and knowledge, and hearing back from participants about how SEEDA could be made more effective.

Charles Dindi (March, Sierra Leone 2006) helped facilitate a master class on 'how I can share my skills with Africa'; Zainab Lewally (November, Sierra Leone 2006) helped facilitate a workshop on 'collective savings and investment – the benefits, challenges and pitfalls'; Toyin Dania (July, Ghana, 2006) worked alongside SEEDA Programme Officer Jessie Kenya, on a workshop on 'how the diaspora can benefit from African business support centres'; while Ndidi Njoku's (November, Sierra Leone 2006) workshop was on how RemitAid – tax relief for remittances can support African development.

Key recommendations that emerged from the workshops included:

- The Business Centres should provide data and information on local businesses which can be invested in by the Diaspora
- A brochure/leaflet pointing



AFFORD Panellists (l-r) Bishop Kontor, Gordon Critchlow, Gibril Faal, Jessie Kenya & Miriam Mukasa

out the benefits of collective saving and investment should be produced

- A database should be produced of groups and organisations that already save and invest needing support so that people can investment in them

Perhaps the most active RP on the day was Gordon Critchlow (April Sierra Leone and July Ghana 2007). Building on his experience running his property company, Building Horizons, Gordon held a master class in the morning on creating wealth through property. He followed this by participating in the 'Education as Business and Social Enterprise' panel discussion immediately after the key note address by Bishop Henry Kontor. Bishop Kontor's Partnership Ventures provides an umbrella grouping for private institutions of learning across

Africa, and the discussions focused on how the Academy could be more responsive to the entrepreneurial and other skills needs of students and others engaged in life-long learning. A key recommendation to emerge was the need for a framework/code of conduct for students to volunteer with African organisations, especially around their 3rd research projects supporting the research needs of African organisations.

The theme was particularly pertinent, given the partnership for this year's AD3 between AFFORD, the University of East London and African Diaspora Voices – ADVAD. AFFORD will soon provide a full report about this year's AD3 which will be sent out by the end of August.

AD3 2008 hopes to involve SEEDA RPs much more fully – if you would like to be involved or wish to know more please contact Onyekachi@afford-uk.org



A workshop on 'learning needs of a SEEDA & diaspora organisations'

