**LIFT URICA OUT OF POVERTY**

**Urica** needs **US$ 3,300** to set up a Catering Business which will take her out of poverty. Urica is a qualified Caterer with no money to start up a viable business. Urica has been selling food on a shoestring budget from an ice chest for several years, which only allows a hand-to-mouth existence. With your help, Urica can soon realize her dream of setting up a Restaurant chain, each of which will employ over 30 unemployed graduates. The world will be a much better place, IF determined, committed young women like Urica are supported into successful business ventures, so they can also help others.

**Urica** is under incubation at Totally Youth where we provide her with business development support. We give **Urica** **free access** to our Catering Centre, Event space, 40 chairs, 10 tables, laptop and Wi-Fi Internet. We are mentoring, grooming and building up Urica’s capacity so she can concentrate on business success instead of worrying about overheads, and failing.

**Totally Youth** is a tax-exempt not-for-profit NGO licensed to conduct business in the areas of programme management, incubation, internship, placement, capacity building, advocacy, mentoring and counseling. Totally Youth supports unemployed graduates into jobs and business, using all the above instruments.

**Urica’s** Catering Start-up will immediately recruit 3 unemployed youth, initially as interns, thereby taking **4 people** off the unemployment list. The catering industry is very lucrative and Urica has been selling food since age 11 to survive, so she has a lot of practical experience. The amount of **US$ 3,300** will cover the items indicated below which will augment TY’ incubation support and ensure Urica’s self-reliance in three months. With the US$3,300.00 input, estimated monthly profit of US$3,630.00 will sustain the business after 3 months and make her self-reliant

|  |  |  |
| --- | --- | --- |
| **URICA’S START-UP NEEDS** |  | **Exchange Rate: GH¢2.00 = US$1.00** |
| **ITEM** | **AMOUNT US$** | **COMMENT** |
| URICA’S ALLOWANCE |  200.00  | One-off facilitation allowance |
| INTERNS’ ALLOWANCE |  300.00  | One-off facilitation allowance for 3 incubator interns |
| URICA’S T&T |  400.00  | Transport/meal allowance during incubation |
| OFFICE CONSUMABLES |  50.00  | Stationary, cartridges, cards, etc for start-up |
| START-UP CONSUMABLES | 250.00 | One-off petty cash for oil, salt, spices, rice, etc |
| START-UP COMMUNICATIONS  |  100.00  | Communications, adverts and logistics for start-up |
| CAPACITY BUILDING |  600.00  | Capacity building, mentoring, etc for Urica and interns  |
| BUSINESS REGISTRATION | 350.00 | Business registration and participation |
| START-UP LAPTOP/PRINTER |  450.00  | One each to take to her own boutique after incubation |
| POST-INCUBATION SUPPORT |  600.00  | 3 months’ rent after incubation for her own boutique |
| **TOTAL**  |  **3,300.00** | **GH¢ 6,600.00** |

INTERNS: COOK, COOK/SERVER, FINANCE/MARKETING OFFICER