

# SiFA by She-EO

*A Unique Mentoring Experience for Women Entrepreneurs of African Descent*

## Proposal Overview

Running a business anywhere in the world is a uniquely challenging and often isolating experience. For women entrepreneurs, particularly those of African descent, these challenges are exacerbated by difficulties in accessing capital, the lack of advisory support, and the overwhelming burden of wearing all management hats alone. Without the resources to retain directors, senior advisors, or strategists—critical contributors to business success—women entrepreneurs often find themselves working *in* their businesses rather than *on* them. This hinders profitability and scalability.

Building on the success of the 2024 Cohort Mentoring Program, the **SiFA (Support for Innovation in Food and Alternative Energy)** by She-EO Program is designed to address these challenges by empowering women entrepreneurs of African descent. Through mentorship, capacity-building, and financial support, the SiFA Program will equip participants with the tools they need to thrive and scale their businesses.

## Program Objectives and Key Highlights

### 1. Comprehensive Training and Mentorship

- Participants will engage in expert-led workshops and skill-building sessions.
- Each mentee will receive personalized, one-on-one mentoring from experienced professionals across various industries.

### 2. Community and Leadership Support

- She-EO members will serve as informal advisory board members for each mentee, providing strategic advice and personalized guidance.
- This hands-on approach will tackle real-world business challenges, fostering the mentees' growth and long-term success.

### 3. Funding Opportunities

- Women entrepreneurs who successfully complete the program will have access to interest-free loans to scale their businesses and projects.
- Initial funding will prioritize businesses in the **Food, Agriculture, and Alternative Energy** sectors, where innovation can drive significant social and economic impact.

### 4. Global Network Building

- Participants will join a thriving, global community of like-minded women entrepreneurs and industry leaders.
- This network will foster collaboration, encourage knowledge-sharing, and create opportunities for long-term partnerships.

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## How You Can Support the SiFA Program

Your contributions are critical to the success of the She-EO 2025 SiFA Program. By donating, you directly empower women entrepreneurs to build sustainable businesses, transform their communities, and inspire others.

### Donation Tiers

1. **Bronze - \$1,000:** Sponsor 1 Female Entrepreneur.
2. **Silver - \$2,500:** Sponsor 2 Female Entrepreneurs.
3. **Gold - \$5,000:** Sponsor 5 Female Entrepreneurs.
4. **Platinum - \$10,000:** Sponsor 10 Female Entrepreneurs. Recognized as a Program Ambassador.
5. **Diamond - \$25,000:** Sponsor 20 Female Entrepreneurs. Recognized as a She-EO Flagbearer and named sponsor at all program events.

## Why Your Support Matters

When you support the She-EO SiFA Program, you are investing in more than individual businesses—you are empowering women as catalysts for change. Empowered women transform families, workplaces, and entire communities. Each dollar you contribute creates a ripple effect, multiplying impact across generations.

With your support, we can build a future where women lead innovation, inspire others, and drive transformative change in Africa and beyond.

## Contact Information

To learn more or to make a contribution, please contact:

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Together, we can make a difference. Join us in creating a brighter, more equitable future through the She-EO 2025 SiFA Program.