

How can I support George?

Process of positive participation

All of George must take hands and become united in her efforts to implement this important Local Economic Development project.

Let's create an investment climate through positive participation. Let's initiate and implement business projects, no matter how insignificant, that would lead to 'job creation' (employment opportunities) that would therefore ultimately stimulate our economy - that would lead to prosperity.

The Foundation for the Development of Africa provides this 'platform' to allow the "you and I" to participate in this development process that will add value to George's and Africa's sustainable de-

velopment.

The Foundation for the Development of Africa, a non-membership, private, not-for-profit organisation, is actively involved with initiating and facilitating business and other processes conducive to sustainable development in Africa - with the emphasis on sustainability.

These processes include the promotion of networking opportunities; business opportunities; investment opportunities; promotion of special projects; dissemination of business information; joint venture initiatives and a range of value added services - all to serve AFRICA!

"Less Aid - Let's Trade" is a trademark phrase used by the Foundation for the Development of Africa in its facilitation efforts. The proactive approach of this organisation is clearly illustrated in the fact that the various websites used by the Foundation for the Development of Africa

to promote business development throughout Africa, are currently ranked on the front page of most international search portals when searching for "business development africa".

Trade Centre

Further more the Africa Trade Centre, a long time vision of the Foundation for the Development of Africa, provides a trading platform, mandated to enhance and facilitate trade throughout Africa! The Africa Trade Centre website www.africa-trade-centre.com, currently 'showcases' products and services serving Africa that will lead to the largest database of its kind in Africa - serving Africa - from agriculture to auditors, to chemicals, to engineering and financial services, to textiles and tourism!

We have now 'linked' this world-wide-web initiative to 'showcase' and 'profile' products and services serving the City of George and already www.google.com

rankes/rates this website as number one in the world when searching the internet for "products serving george"!

How then can YOU participate in the city of George's well being?

First...

You are welcome to add your name to the growing list of names - all proclaiming "YES - I SUPPORT THE CITY OF GEORGE!" on

www.isupportgeorge.co.za

Secondly...

Support our George trading partners - trade with or within the city of George and abide to a number of business principles - most importantly "Good Governance".

Thirdly...

Add your products and services, no matter how insignificant, to the web-database of PRODUCTS AND SERVICES SERVING THE CITY OF GEORGE on www.isupportgeorge.co.za.

www.isupportgeorge.co.za

I SUPPORT LOCAL ECONOMIC DEVELOPMENT

Soon to be launched in Zimbabwe



Peter Metcalfe addressing the International Development Conference of the European Union in Geneva, Switzerland.

The City of George, under the banner of the I SUPPORT AFRICA programme, has been setting the stage for one of the most proactive Local Economic Development Projects to be launched on 09 May 2009 - www.isupportgeorge.co.za.

The build-up to this launch and the publicity generated via the local media, George Herald in particular, has resulted in the potential of the project receiving international recognition. It has now been introduced to the powers that be in Zimbabwe and the project, HOW CAN I SUPPORT

ZIMBABWE, will soon be launched in Harare. The local custodians of the project will be ZIM-TRADE.

"We must never forget the fundamental objective of this project is to promote and support an investment 'climate' through positive participation that will allow for the initiation and implementation of business projects, no matter how insignificant, that would lead to 'job creation' (employment opportunities) that would stimulate the local economy and lead to prosperity," says Peter Metcalfe, Chairman of

the Africa Trade Centre and The Foundation for the Development of Africa, the initiators of this project.

"It is for this very reason that I was invited by ZIM-TRADE to address a meeting of prominent business and government representatives in Harare, Zimbabwe on just how we (FDA/ATC) can assist Zimbabwe to 'leap frog' its ailing, yet very promising, economy back into the mainstream of activities.

"Our approach to this mammoth project in Zimbabwe will not differ from what we are im-

plementing in The City of George, here in South Africa. Sustainable Local Economic Development is a process that must start from within no matter where you wish to empower.

"We have also received a number of invitations, from Local Governments here in South Africa, to implement this HOW CAN I SUPPORT 'LOCAL ECONOMIC DEVELOPMENT' PROJECT locally!

"Everyone should participate in this initiative that will impact positively on Africa's Sustainable Development."

Women with Purpose serving George Learn more about project

Women with Purpose, an initiative within the Foundation for the Development of Africa's Women Development Programme, received the following mandate from The Foundation for the Development of Africa:

- Identify new projects that will serve our women.

- Facilitate existing projects that are serving our women.

- Proclaim and showcase performing projects serving our women - his will help women to benefit their families, their communities, their cities, countries and the continent of Africa, as they find and fulfill their purpose.

It is necessary that these projects all meet criteria of sustainability and excellence in the way they equip and enable women to liberate the greatness within them, and collaborate to achieve greatness in Africa.

According to Peter Metcalfe, chairman of the FDA, women are key in every community and Africa's sustainable development. Therefore, the FDA Women Development Programme, Women with Purpose, is dedicated to helping women find and fulfill their

purpose to make their communities and city a better place.

Community Feedback

"We are overwhelmed by the feedback and response of the public on the previous articles in the *George Herald* about the first step of igniting and motivating women to be women with purpose," says Ina le Roux, CEO of Women Development.

"It demonstrates not only the need in the community but also that women want to live their purpose and want to contribute with their expertise, talents, energy and finances, being part of the circle of benevolence to make their world a better place."

Quotes from various readers

- "I am writing concerning Women with Purpose! I attended the initial meeting of FDA at Fancourt by invitation and met you briefly. I have seen the articles in the *George Herald* about Women with Purpose and the nine goals that have been established by your organisation. These are awesome and so needed!"

- "I would like to know more about the modules highlighted in

your article, "Women with a Purpose serving George", in the *George Herald* last week. Also, if I wish to make a donation to the Phambili Shelter for abused women and children, how do I go about this?"

- "We realised with our visit to the Women of Worth LifeLine, hosted in the Roman Catholic Church, Pacaltsdorp, that the impact of the LifeLine team's dedication to the lives of these precious women are priceless. Engaging the community in active dialogue and participation, promoting the understanding of the unique dynamics, strengths and challenges of the community, stimulating growth, building action teams and promoting volunteerism, supporting sustainable social change and emotional wellness ownership in the community."

These are some of the projects to be showcased on the www.isupportgeorge.co.za website.

For more information contact Ina le Roux, CEO of Women Development, The Foundation for the Development of Africa at 082 490 5584 or e-mail ina@isupport-africa.com.

The I SUPPORT GEORGE team, currently facilitated by Ina Le Roux, Chief Executive Officer of the FDA Women Development Programme, will be explaining the project in detail to all and sundry who visit her at the I SUPPORT GEORGE display stand at the Edgars Court, Garden Route Mall, this coming Saturday, 09 May, from 09:00.

Ina and her team will assist in allowing you to participate in the well being of George by adding your name to the I SUPPORT GEORGE campaign and listing your products and or services on our world-ranked/rated website.

The first one hun-



Ina le Roux

dred participants to add their name and detail to the I SUPPORT GEORGE CAMPAIGN and correctly answer a very easy question will each receive their own "your-name@isupportgeorge.co.za" e-mail address.

You will be able to download your e-mails from our web-

site, from any computer, anywhere.

Make a point of visiting the I SUPPORT GEORGE display in the Garden Route Mall on Saturday!

For more details, contact Ina Le Roux on 082 490 5584 or visit the website www.isupportgeorge.co.za.