

Project Title:	
Client Organization:	The Hope Factory (www.maranghouse.org)
Location:	Johannesburg, South Africa
Period of Performance:	December 2008 – April 2009

Problem Statement and Background:

The Hope Factory is a non-profit headquartered in Johannesburg, South Africa with operations in Port Elizabeth. The Hope Factory aims to dramatically improve the lives of previously disadvantaged unemployed South Africans, by providing them with an opportunity to be trained in technical, business and life skills and thus become financially productive. More than 460 unemployed people have directly benefited from The Hope Factory’s job and wealth creation efforts.

South Africa’s Department of Labor is the primary donor to Hope Factory, along with limited revenue generated through the sale of crafted goods to corporate customers. As a result, the Duke GCP team developed recommendations for donor diversification, recommending high-potential corporate donors and fundraising best practices. The team also offered recommendations for increasing earned income

Project Objectives:

Approach / Methodology:

Sample Recommendations:

The core business of The Hope Factory is providing training, job creation and empowerment to disadvantaged South Africans

Keeping this mission in mind, our GCP team has evaluated several findings related to Donor Diversification, Increasing Earned Income and the Phase III initiative and we believe that sustainable success for The Hope Factory is dependent on a few key criteria:

1. The Hope Factory should utilize corporate donors as well domestic and international governmental avenues to diversify donor base
2. The Hope Factory should identify key market segments which it intends to target and focus product offerings for those markets based on channel strategy

3. The Hope Factory should strategically approach human resource decisions and material sourcing/handling for efficiency
4. The Hope Factory should enhance the viability of Phase III through participation with microfinance organizations and local university resources

Results Achieved:

Student Team:

Fielding Arnold
Joe Blake
Mark Braby
Vanessa Holcomb
Kelli Mineard
Allison Witt