

COMPANY COMPANY



LERUO FOUNDATION

Building Wealth For The Next Generations!

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INTRODUCTION



Leruo Foundation is a dynamic non-profit organization dedicated to fostering growth, innovation, and success for small business owners in the branding industry, women entrepreneurs and youth entrepreneurs or Youthpreneurs as we call them. Our mission is to provide the tools, resources, and support needed to build sustainable businesses and empower the next generation of leaders.

Through mentorship, education, networking opportunities, and access to vital funding, we aim to create an ecosystem where entrepreneurship thrives.

We believe that by investing in both established small businesses and young, aspiring entrepreneurs, we can help drive economic development, create jobs, and inspire future innovators to shape a brighter tomorrow. Join us in making a difference, one business at a time.

ABOUT US



Vision

Our vision is to build a prosperous future by empowering the next generation to achieve financial independence and long-term wealth.

Mission

We aim to create a world where young individuals and communities have the knowledge, resources, and opportunities to thrive economically.

Through education, mentorship, and innovation, we seek to break down barriers to wealth-building, fostering a new wave of entrepreneurs, leaders, and changemakers who will shape a more equitable and sustainable global economy for generations to come.

OBJECTIVES

The objectives of Leruo Foundation amongst others are:

- **To promote Entrepreneurship Education:** Provide accessible training, workshops, and resources to help individuals develop the skills and knowledge necessary for starting and running successful businesses.
- **Mentorship and Guidance:** Establish a network of experienced business professionals and entrepreneurs to mentor and guide emerging small business owners and Youthpreneurs, fostering their personal and professional growth.
- **Facilitate Access to Funding:** Connect small business owners and Youthpreneurs with financial resources, investors, and grant opportunities to support their business ventures.
- **Build a Supportive Community:** Create an ecosystem of collaboration and networking that encourages small business owners and Youthpreneurs to share ideas, challenges, and successes, fostering mutual growth and innovation.
- **Promote Financial Literacy:** Equip individuals with essential financial knowledge to make informed decisions, manage their businesses effectively, and build personal wealth for long-term stability.
- **Encourage Innovation and Sustainability:** Support initiatives and businesses that focus on sustainable practices, innovative solutions, and socially responsible entrepreneurship to drive positive change in communities.
- **Foster Job Creation and Economic Development:** Help small businesses expand and thrive, contributing to local job creation and overall economic growth in underserved communities.
- **Advocate for Policy Change:** Work to influence policies that promote the interests of small businesses and Youthpreneurs, ensuring they have a voice in the broader economic landscape.
- **Provide Tools for Scaling:** Offer resources and strategies to help small businesses grow, scale, and adapt to new challenges and opportunities in the marketplace.
- **Create Long-Term Wealth Building Opportunities:** Empower the next generation with the resources, guidance, and mindset to build generational wealth, fostering economic stability and prosperity for communities.

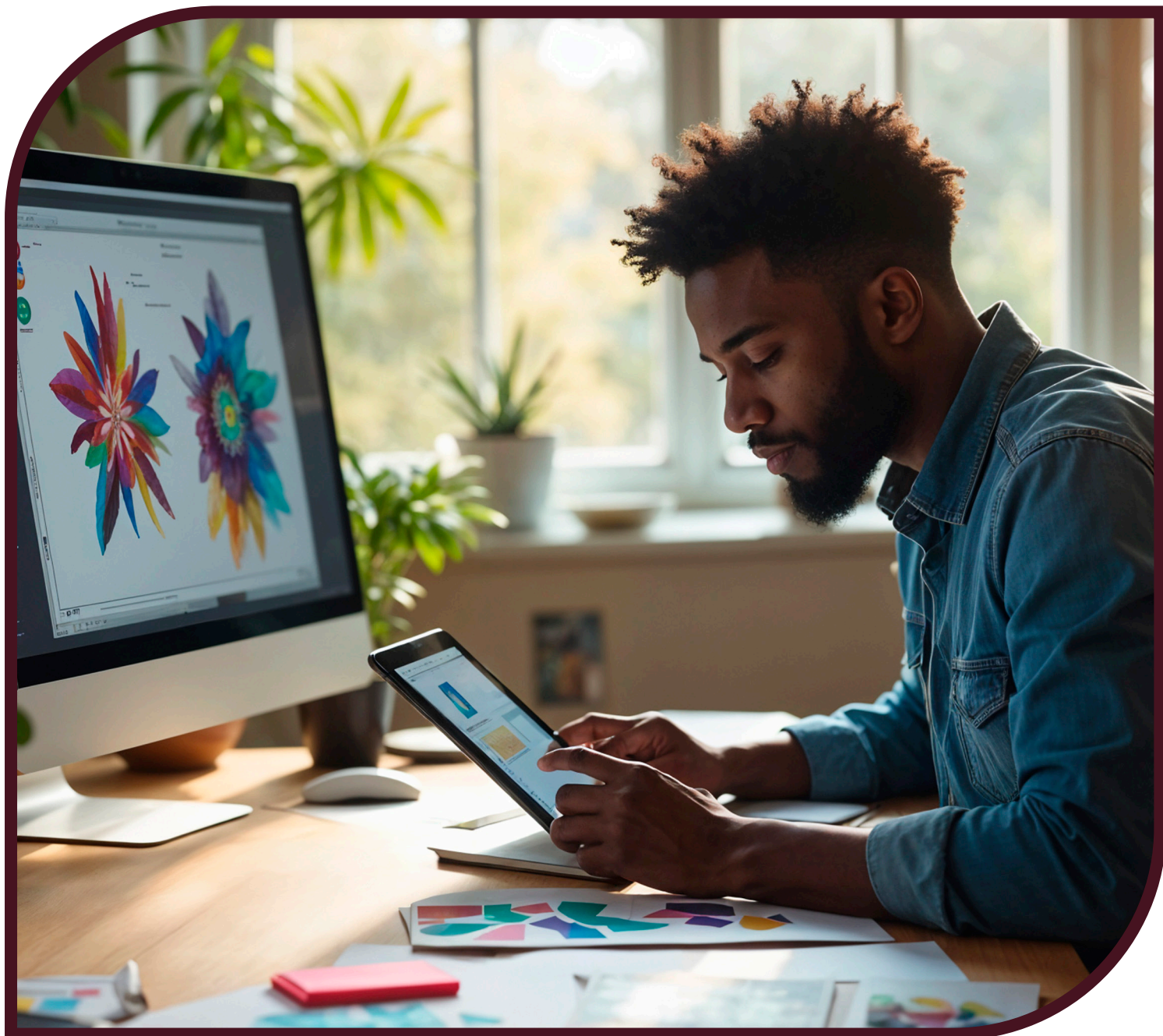
These objectives serve as the foundation's guiding principles, helping to ensure that it remains focused on its mission of empowering entrepreneurs and building wealth for the future.



OUR PROGRAMS

1. BRANDING CHIEF EXECUTIVE CIRCLE SA

Branding Chief Executive Circle SA is an exclusive community designed for top executives leading branding, promotional products, signage and corporate gifts companies. This curated network offers a unique platform for CEOs to connect, collaborate, and share insights on the latest trends, challenges, and innovations shaping the branding landscape.



Purpose and Goals:

Foster Peer-to-Peer Learning: Provide a space for CEOs to exchange strategies, best practices, and lessons learned from running branding-focused businesses, creating opportunities for personal and professional growth.

Collaborative Innovation: Encourage collaboration and partnerships across brands, opening doors to new opportunities, joint ventures, and innovative solutions that can push the branding industry forward.

Industry Insights: Share the latest research, consumer behaviour trends, and branding strategies that are shaping the market. This keeps members informed and competitive in a rapidly changing industry.

Problem-Solving and Support: Offer a safe environment for CEOs to discuss industry challenges, whether related to creative direction, team management, client relationships, or scaling a branding business, and receive feedback from like-minded peers.

Business Growth and Expansion: Provide strategic advice and connections that help CEOs scale their businesses, secure high-profile clients, or enter new markets. The circle acts as a valuable resource for actionable business growth strategies.

Thought Leadership: Promote opportunities for members to share their expertise through speaking engagements, thought leadership content, and panel discussions, raising their profile and reputation within the industry.

Exclusive Events and Networking Opportunities: Organize high-level events, roundtable discussions, and retreats where CEOs can network in a relaxed yet professional setting, leading to valuable relationships and collaborations.

Advocacy for the Branding Industry: Work collectively to advocate for the interests of the branding industry, whether in policy discussions, industry standards, or corporate social responsibility initiatives, positioning branding as a key driver of business success and cultural influence.



Key Benefits for Members:

Strategic Connections: Access to a curated network of top branding CEOs for partnership, collaboration, and business development.

Peer Support: A trusted environment for candid conversations about leadership challenges and brand-building strategies.

Visibility: Opportunities to position yourself and your company as a leader in the branding field through speaking opportunities and brand showcases.

Eligibility:

This circle is exclusively for CEOs and Founders leading branding, promotional products, signage and corporate gifts companies. Members should have a proven track record in the branding industry and a commitment to continuous learning and collaboration.

Join **Branding Chief Executive Circle SA** today and be part of an influential community driving the future of branding!

OUR PROGRAMS

2. YOUTHPRENEURS

Youthpreneurs is our annual event that takes place on the 16th of June. The event is dedicated to the emerging class of young entrepreneurs who are passionate about starting and growing businesses, often with a fresh perspective, innovative ideas, and a drive to create positive change. These young individuals—typically ranging from teenagers to early 30s—are breaking traditional barriers to entrepreneurship, leveraging technology, creativity, and new business models to launch startups across industries like construction, tech, fashion, social enterprises, and more.



Key Challenges Faced by Youthpreneurs:

- **Lack of Experience:** Many young entrepreneurs lack the experience that older business owners might have, which can lead to challenges in decision-making, strategy, and business operations.
- **Access to Capital:** Obtaining funding is often a major barrier. Traditional investors may hesitate to invest in young entrepreneurs due to perceived risks or lack of business history.
- **Networking Limitations:** While digital networks are growing, many youth entrepreneurs may lack connections with industry professionals, potential partners, or investors who can help them scale.
- **Work-Life Balance:** Balancing the demands of running a business with personal life, education, or part-time jobs can be difficult for young entrepreneurs, leading to burnout or stress.
- **Limited Business Knowledge:** While many

young entrepreneurs are passionate and creative, they may need more formal business education to tackle complex issues like scaling, finance management, or hiring.

Youthpreneurs are the future of entrepreneurship, bringing fresh ideas, energy, and a global perspective to the business world. By supporting and empowering them, we can foster the next generation of business leaders, innovators, and problem-solvers who will reshape industries and create positive change in society. Whether through mentorship, funding, or education, helping Youthpreneurs succeed is an investment in a brighter, more innovative tomorrow.

To ensure that Youthpreneurs succeed and thrive, it's important to provide the right ecosystem of support, and that is what Leruo Foundation, and our partners are committed to doing.

OUR PROGRAMS

3. WOMEN CEOS' BREAKFAST



The **Women CEOs' Breakfast** takes place in August to coincide with the Women's month. The event is designed to bring together powerful, inspiring, and visionary women who lead successful businesses across various industries.

This intimate gathering offers a unique opportunity for women at the helm of companies to share insights, exchange ideas, and form meaningful connections in a relaxed, yet productive environment.

This event is an empowering, high impact gathering where women CEOs can recharge, share wisdom, and collaborate.

Whether you're looking for new business insights, fresh opportunities for growth, or simply seeking inspiration from other top women in business, the **Women CEOs' Breakfast** offers an unmatched opportunity to connect with and learn from the best in the industry.



Key Benefits for Attendees:

Exclusive Networking: Meet and connect with high-level women leaders across various industries, creating valuable relationships that can lead to partnerships, collaborations, and new opportunities.

Inspiration and Motivation: Gain inspiration from powerful women who have broken barriers, overcome obstacles, and led successful companies. Their stories can motivate and encourage attendees to keep striving for their goals.

Strategic Insights: Learn proven strategies from successful women CEOs on scaling businesses, navigating leadership challenges, and leveraging innovation to stay ahead in competitive markets.

Personal and Professional Growth: Develop your leadership skills and gain the knowledge needed to elevate your business to the next level. The breakfast provides a unique space for growth—both as an individual and as a business leader.

Community and Support: Be part of a supportive, empowering community of women leaders who share similar challenges and ambitions. The event fosters camaraderie, offering a safe space for women to support one another.

This exclusive breakfast event is intended for women CEOs or founders who are leading established businesses, whether in the startup phase or well-established organizations. Invitations will be extended based on leadership experience, industry impact, and alignment with the event's mission to empower women leaders.

To ensure an intimate and focused atmosphere, the event will have a limited guest list. RSVP will be mandatory with a select number of spaces available to ensure high-quality interaction and discussion.

By attending, you are not only investing in your own leadership journey but also in the growth and empowerment of other women entrepreneurs and business leaders. Join us for an enriching morning that could transform your business and your approach to leadership.
Join the Movement. Empower Your Leadership. Build Your Legacy.

HOW TO GET INVOLVED



Partner with Us to Empower Small Business Owners and Youth Entrepreneurs.

Leruo Foundation focuses on helping small business owners and Youthpreneurs overcome the challenges they face in starting, growing, and scaling their businesses. We provide crucial resources such as:

Mentorship & Training Programs
Access to Funding & Grants
Networking & Collaboration Opportunities
Workshops & Educational Events

We are committed to empowering small business owners and Youthpreneurs through education, mentorship, resources, and networking opportunities. As we continue our mission to create lasting economic impact, we invite you to join us in shaping the future of entrepreneurship by supporting our efforts.

Through these programs, we've been able to support hundreds of small businesses and youth entrepreneurs, helping them succeed and create jobs, boost local economies, and foster a culture of innovation.



Why Your Support Matters

By partnering with us, you will help us make a tangible difference in the lives of aspiring entrepreneurs who are eager to contribute to their communities. Your sponsorship or donation will help provide the following:

Access to Tools and Resources: Offering business owners and Youthpreneurs the opportunity to build the skills and knowledge needed to succeed.

Mentorship Opportunities: Connecting entrepreneurs with experienced business leaders who can guide them through challenges and opportunities.

Seed Funding and Grants: Helping entrepreneurs access the necessary capital to start or scale their businesses.

Leadership Development Programs: Encouraging and nurturing the next generation of business leaders to think innovatively and take risks.



Sponsorship Opportunities:

We offer a range of sponsorship and donation opportunities tailored to meet the needs of your organization and the goals you hope to achieve through partnership. These opportunities include:

Event Sponsorship:

Annual Youthpreneurs: Host or sponsor keynotes, workshops, and networking events that bring together hundreds of small business owners and Youthpreneurs.

Business Pitch Competitions: Sponsor pitch events where entrepreneurs present their innovative ideas to potential investors and gain recognition in the business community.

Program Sponsorship:

Youthpreneurs Training Programs: Sponsor specific educational or mentorship programs designed to empower Youthpreneurs with the skills to succeed in the marketplace.

Small Business Accelerator Program: Help fund an accelerator that provides intensive training and access to resources for small business owners looking to scale.

General Donations:

Donations of any size will have a direct impact on the lives of small business owners and aspiring entrepreneurs. Your contribution will help fund workshops, mentorship opportunities, and networking events such as the Women CEO's Breakfast.

Recognition as a Key Partner: All donations will be acknowledged on our website, in event materials, and you will have promotional products stand at all our events.

WAYS YOU CAN CONTRIBUTE:

Monetary Sponsorship & Donations:

Your financial support can directly fund our educational workshops, provide grants to aspiring entrepreneurs, or sponsor a specific program.

Volunteer or Mentorship:

Your team's expertise could make a significant impact through mentorship, leading workshops, or volunteering at events to share their knowledge and skills with the next generation of business owners.

In-Kind Donations:

Offer services, products, or venue space for events, workshops, or promotional products that will help us keep operational costs low and focus on providing more value to the business owners.

Partnerships or Co-Branded Initiatives:

Work with us to co-host programs, events, or initiatives that align with your corporate social responsibility goals, providing your brand with visibility while supporting entrepreneurs.

We would be honoured to have your support as we work to create a more equitable and innovative future through entrepreneurship. Your sponsorship or donation will help us expand our reach, provide resources to more entrepreneurs, and make a lasting impact in the communities we serve.

Join Us in Empowering Future Leaders

Banking Details:

Bank: FNB/RMB

Account Holder: Leruo Foundation NPC

Account Type: Gold Business Account

Account Number: 63133839944

Branch Code: 250655





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