

WOMEN'S MONTH EDITION AUGUST 2025

STREET LEGACY

NEWSLETTER 2025/08



LETITIA DE WET

Chief Executive Officer & Country Director: Enactus
South Africa

STREET LEGACY FOUNDATION

WOMEN'S
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Letter from the Strategic Manager: Beyond Profit – The Power of Mental Health and Community



Dear Street Legacy Community,

As we celebrate this Women's Edition of our newsletter, I want to pause and reflect on a topic that often remains unspoken in entrepreneurship: the mental health of women in business.

Women entrepreneurs carry immense responsibility. Beyond running companies, many juggle family roles, community expectations, and societal pressures that demand resilience at every turn. While these responsibilities shape strong, visionary leaders, they also take a toll on mental well-being. Too often, the focus is on business performance and profitability, while the invisible cost on women's health is overlooked.

At Street Legacy Foundation, we believe that entrepreneurship should not come at the expense of one's wellness. For women to lead boldly, innovate effectively, and sustain their impact, mental health must be treated as a business priority.

Just as we invest in strategies, resources, and networks, we must also invest in self-care, rest, and emotional support.

Mental strength is the backbone of sustainable entrepreneurship. Equally important is the power of community. No woman should feel she has to walk this journey alone. Building networks of trust where experiences, challenges, and encouragement are shared is one of the most powerful ways to strengthen resilience.

When women invest in one another, they create ecosystems of support that fuel both personal well-being and business success.

As we honor women this month, my encouragement to every woman entrepreneur is: "prioritize your mental health as much as your business plan and never underestimate the value of investing in community. A healthy mind is not just a personal asset; it is the foundation for building thriving enterprises and stronger societies".

Another important aspect of mental well-being is learning to set healthy boundaries. In the rush to meet deadlines, secure clients, and grow a business, it becomes easy to neglect rest and personal time. Yet, burnout is one of the greatest threats to entrepreneurs. By creating space for reflection, rest, and rejuvenation, women not only protect their mental health but also sharpen their creativity and decision-making. A rested mind is far more powerful than an exhausted one.

**With admiration and support,
Ntuthuko Ntshiza
Strategic Manager
Street Legacy Foundation**

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VISIT WEBSITE

Did you know that Student Entrepreneurship Organizations Help Students Graduate with More than Just a Piece of Paper?

By Awethu Magobongo

Over 600,000 South African graduates are sitting at home due to the high unemployment rate, which exceeds 46%. The labour market is unable to absorb these graduates, who are fresh from universities or colleges, because of a skills shortage, a lack of experience, and limited job creation. According to the Labour Force Survey, approximately 190,000 students obtain their qualifications each year; however, less than 25% of them manage to secure formal employment based on their qualifications. The rest of the graduates stay at home; some find part-time jobs to survive, while others decide to enroll in other courses with higher employment prospects. Even those with better chances of employment tend to see fewer graduates absorbed due to the high unemployment rate.

Given the current state of unemployment among graduates and the economy we face, leaving university with only a qualification is no longer sufficient. Entrepreneurship is the only way to survive in this age of high graduate unemployment in South Africa. Student societies available at universities or colleges play a significant role in fostering an entrepreneurial mindset. Societies like Enactus have the biggest impact on students. Enactus ensures that students graduate with more than just a diploma; they leave with practical skills. Organizations like Enactus make sure students are fully equipped, with some even operating their own businesses. Indeed, unemployment has changed the traditional protocol of just obtaining a qualification and securing a job. To survive in the new economy, graduates need to be entrepreneurial-minded and seize all tertiary opportunities while they still can.



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Letitia de Wet – Chief Executive Officer & Country Director, Enactus South Africa, and Board Director, Enactus Global & The Resolution Project

Enactus is a global community of student, academic, and business leaders united by the vision of using entrepreneurial action to create a better, more sustainable world. Operating in 35 countries, Enactus equips students with the skills and opportunities to turn ideas into impactful enterprises that address social, economic, and environmental challenges. Since 2002, Enactus South Africa has empowered more than 50,000 students to build businesses that drive change, tackling issues from food security and waste upcycling to digital empowerment and renewable energy.

Over the past years, Enactus South Africa has accelerated 60+ SMEs annually, helping students transform projects into income-generating ventures that create jobs and uplift communities. Examples include Reviva Designs (University of Mpumalanga), which turns glass waste into eco-friendly building materials; AL Winery (University of Zululand), producing banana wine to reduce food waste; Webmax (University of the Western Cape), training youth in digital skills; and Tala Loha (North-West University), repurposing plastic waste into fashion accessories while training local entrepreneurs.

Now celebrating its 50th anniversary globally, Enactus continues to shape studentpreneurs into responsible, value-driven leaders who contribute to poverty alleviation, job creation, and the UN Sustainable Development Goals.

Enactus plays a vital role in addressing South Africa's high unemployment by empowering students to become entrepreneurs and job creators. While still studying, students are challenged to launch and manage their own enterprises, enabling them to graduate with both a degree and a functioning business. These ventures not only provide income for the founders but also generate jobs within their communities.

Through hands-on projects, students gain critical skills in leadership, problem-solving, teamwork, and financial literacy, making them more adaptable and employable. At the same time, they design innovative solutions to pressing social and economic challenges, building sustainable businesses that align with national development priorities.





Supported by academic and corporate partners, Enactus bridges the gap between university and industry, connecting students to mentorship, funding, and networks that accelerate their growth. In this way, Enactus goes beyond preparing students for employment it equips them to create opportunities, drive innovation, and strengthen local economies.

My leadership philosophy is rooted in servant leadership. I believe in empowering others to thrive through collaboration, accountability, and inclusivity. Leading Enactus South Africa means creating platforms for innovation, leading by example, and equipping young leaders with the skills and confidence to build sustainable enterprises that drive social and economic impact.

One of the greatest challenges has been securing consistent funding. I overcame this by cultivating strong, trust-based partnerships grounded in integrity, transparency, and mutual value. This approach not only strengthened our credibility but also secured long-term support, sustaining our mission and impact.

A key lesson I've learned is that lasting funding solutions come from authentic relationships, not short-term fixes.

In 2019, Lungelo Hadebe, a third-year UKZN student, faced the cancellation of his dialysis treatment due to a deteriorating heart condition.

With support from our partners, BackaBuddy, the World Memon Organization, and Al Baraka Bank, he received life-saving treatment and medical insurance a turning point that gave him a second chance at life.

From this experience, Lungelo founded YOU CAN Activists, a non-profit advocating for equitable healthcare access, especially for those with chronic illnesses. Today, his organisation campaigns in schools and communities, helps patients secure dialysis, and works with government to expand treatment centres. Lungelo's journey reflects the Enactus mission: transforming personal struggle into entrepreneurial action that changes lives.

Enactus South Africa, under the leadership of Letitia de Wet, continues to demonstrate the transformative power of entrepreneurial action. By equipping young people with the tools to innovate, create businesses, and uplift communities, Enactus not only addresses unemployment but also fosters sustainable solutions to some of society's most pressing challenges.



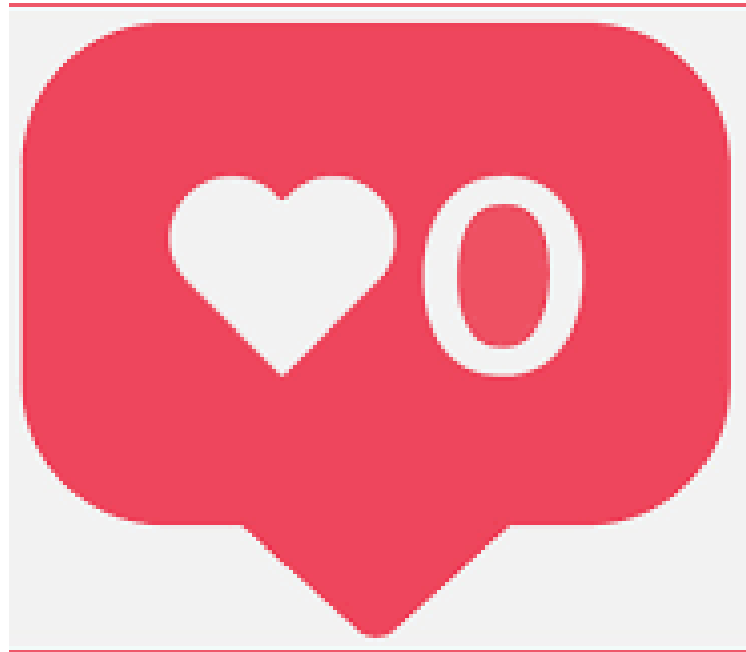
Entrepreneurs are more visible on social media when creating content than recycling it

By Nokuthaba Zikhali

Are you aware that your content recycling is the reason you have 0 views and no engagement?

Being unique, innovative, and producing content that attracts attention to your site is the simplest method to maintain momentum on social media platforms. Authenticity is crucial! Define and understand your niche so that you can stay focused and never run out of content ideas.

As an entrepreneur, this allows your product or service to develop organically and have your own network that you have built entirely on your own content and authenticity. This can keep your community interested and informed about the goods and services your company provides, which might improve the likelihood that it will follow trends and expand.



Conversely, recycling content can cause the company to lose its identity with out-of-date information and audience weariness, which can result in little or no engagement and as we all know, no engagement means no profit for the company. Recycling content on platforms like TikTok may limit its visibility since it degrades Search Engine Optimisation (SEO), which could endanger your company.

However, by using engagement best practice of understanding authenticity in your business and creating a community for your brand or business that addresses people's needs, this may grow your company to new heights. Consistency is crucial, as I mentioned; allow your company to flourish and have its own distinct style.



Women Empowerment : Casalinga Wellness Travel Leading the Way

By Ntuthuko Ntshiza

Casalinga Wellness Travel, has been redefining what empowerment looks like. Founded and run by Casandra, the brand curates luxurious yet soulful experiences for women that go far beyond typical networking events. From breathtaking hikes in nature to elegant picnics and curated dinners, each event is designed to foster meaningful connections while reminding women of the importance of balance and self-care.

These experiences create a refreshing shift. Away from boardroom tables and PowerPoint presentations, women find themselves gathered around picnic baskets under the open sky or enjoying fine dining in serene, beautifully styled settings. In these moments, conversations flow more authentically about personal growth, dreams, challenges, and triumphs. The focus moves from performance to presence, allowing women to be fully themselves while being uplifted by others who share their journey.



The ripple effect of such gatherings is profound. Women leave not only refreshed but also re-energized to return to their personal and professional lives with renewed strength. The spaces created by Casalinga Wellness Travel remind us that empowerment is holistic it thrives when women are healthy, connected, and celebrated in all aspects of their lives.

As the conversation around women empowerment evolves, initiatives like those led by Casalinga Wellness Travel prove that the most powerful breakthroughs often happen not in boardrooms, but in beautiful, intentional spaces where women are free to breathe, dream, and grow together.

Beyond the events themselves, what makes Casalinga Wellness Travel stand out is the sense of community it cultivates. Many women who attend leave with lasting friendships, mentorship connections, and collaborative ideas that extend well beyond the experience.



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Percolatte Creates a Brew of Business, Wellness, and Empowerment

By Ntuthuko Ntshiza

On the 30th of August, Percolatte did more than just serve good coffee it brewed up an unforgettable experience for local entrepreneurs and professionals. The event gave businesses a platform to showcase their products and services, while creating a beautiful space for networking, learning, and real conversations.

We were welcomed with heartfelt words from Tshoni Motjale, co-owner of Percolatte, who reminded everyone that community and collaboration are at the heart of business success. With the ever-charismatic Xandra Malapane as program director, the day flowed seamlessly and left attendees inspired at every turn.

The event unfolded in three refreshing segments:

Segment 1: Finance Meets Branding

First up was the practical side of business. Popie Mhlanga from ABSA Bank walked us through financing options available to entrepreneurs knowledge that every growing business needs. Alongside her, brand manager Zane Van Zyl highlighted the power of marketing and branding, showing us that financial muscle and a strong identity go hand in hand when building sustainable businesses.

Segment 2: Wellness and Self-Care

Next came a shift in energy that reminded everyone to pause and breathe. Dietician Kerry-Ann Dolloway shared insights on healthy living, while Phindile Ncube from Rehoboth Beauty Academy encouraged self-care as a non-negotiable for entrepreneurs. It was a refreshing reminder that hustling is important, but so is looking after the person behind the business.



Segment 3: The Man-Mirror Panel

Just when we thought we had seen it all, Percolatte surprised us with something rare in women empowerment spaces a men's panel! Led by Martin Mhlongo (Senior Manager at Sanlam), with Twain Ngwenya (advocate and acting judge) and Thando Mathebula (music producer and artist), the panel offered an honest and powerful mirror from a male perspective. Their voices added balance to the day, sparking dialogue about partnership and inclusivity in empowerment journeys.

The atmosphere throughout the day was nothing short of insightful, refreshing, and inspiring. It wasn't just an event—it was a celebration of growth, wellness, and community. Attendees left with new knowledge, valuable connections, and a sense of empowerment that lingered long after the last cup of coffee.

Percolatte has set the bar high with this event, together with its collaborators Omoda/Jaecco, Jinshen Wines and Bayede Wines.

Youth Power in Action: Loyal Ratau's Organic Path to Entrepreneurship



Loyal Ratau, a 20-year-old from Msholozhi, is proving that determination and vision can turn challenges into opportunities. Currently in her second year of a Bachelor of Administration at the University of Mpumalanga, she is also the proud founder of Elizas Trading Enterprise, a business specialising in organic, artisanal food products.

Her entrepreneurial journey was sparked by the reality of high youth unemployment in South Africa. Wanting to create opportunities, she built a brand that delivers flavourful, organic food made from fresh, fertiliser-free ingredients. Operating both online and from her home, she has already attracted more than 100 customers who value authentic, natural products.

In a short time, Loyal has achieved impressive milestones: she reached the Top 15 in the MTN Digital Innovative Challenge, was nominated for Entrepreneur of the Year at the Sunrise Excellent Awards 2025, and generated a solid turnover despite limited resources.

Like many young entrepreneurs, she has faced hurdles such as funding shortages, infrastructure gaps, and lack of laboratory access. Instead of being held back, she adapted by relying on online sales and resourcefulness to keep growing.

Her impact extends beyond profit. Through Liza's Subsistence Farming Programme, Loyal supports local households by supplying them with ingredients and buying their produce, empowering families to earn income and contribute to her value chain.

Looking ahead, she envisions a fully-fledged factory employing over 50 people and securing partnerships with major retailers within the next five years. Her motivation is rooted in independence and the desire to build opportunities for others.

To her peers, she shares one key lesson:

“Start your business as soon as possible, and remember that selling is the key to success.”

