

Africa's Most Influential Women in Business & Government SME country winner announced

The South African SME winner of Africa's Most Influential Women (MIW) in Business and Government is Annelise de Jager for her highly successful NGO Empowerment Program - a 12-month coaching and mentoring program for welfare organisations - as well as the national fundraising campaign Tekkie Tax.

The event, hosted by CEO Communications, is the first leg of nine events to take place across the continent. The idea is to visit all regions of Africa to enable networking opportunities and the celebration of these influential women. The 2014 awards received 9000 entries from 34 African countries.

The MIW has developed in stature over the past few years, to become a notable part of the South African business calendar allowing for the recognitions and celebration of women. The MIW award recognises women in various sectors who are making a positive impact within their organisation, sector and country.



Annelise de Jager

"Welfare organisation should be run like a business"



Helene Potgieter (Animal Ambassador), Hilda Lunderstedt (Children ambassador), Annelise de Jager, Corinne Turchetti (Basic Family Care Ambassador), and Michelene Toms (Disability Ambassador).

"My philosophy is that a welfare organisation should be run like a business. These skills are often missing in a NGO and bringing it to them via my NGO Empowering program ensures accountability and good governance," says De Jager, founder of Charity Support Services and patron of Tekkie Tax.

She has been involved in the non-profit sector for nearly 30 years and this award is proof of the service that she and her team at Charity Support Services, are rendering. The first Tekkie Tax campaign took place in 2013 and exceeded all expectations by raising R2.4 million. Now, the 2014 campaign shows a 90% growth from 2013 and this proves that National Tekkie Tax Day now has a permanent place on the SA calendar.



"This is the one national fundraising campaign where you can not only choose who you want to support but you know that your full donation will reach the beneficiary intended for," says Hilda Lunderstedt, the Tekkie Tax Ambassador for Children.

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