

The 2020 Santam Women of the Future search is on

Entries are now open for the 2020 Santam Women of the Future Awards in association with *Fairlady* and *True Love*.

If you are a female entrepreneur who has just started out or have been running your own business for a while, it's time to enter the 2020 Santam Women of the Future Awards, co-sponsored by Lulalend.

'We're proud to say that this is the sixth year that *Fairlady* has partnered with Santam to recognise, celebrate and award the best women entrepreneurs in South Africa. This year, it's more essential than ever before: Covid-19 has had a devastating effect on our South African economy, and at *Fairlady* and *True Love* we believe that it's the untapped smarts, resilience, creativity – and sheer brilliance – of South African women that will lead us forward,' says Suzy Brokensha, editor of *Fairlady*.



2019 Women of the Future award winners.

L to R Renshia Manuel of GrowBox (Social Entrepreneur); Nonduniso Sibaya of Boombadotmobi (Rising Star) and Phillipa Geard of RecruitMyMum (Women of the Future).

'Five years as a judge have taught me that South African women are an economic force to be reckoned with, and this year, more than ever, I look forward to being astounded by what they have come up with.'

Mbali Soga, editor of *True Love*, adds, 'I attended the Women of the Future Awards for the first time in 2019. When *Fairlady* editor Suzy Brokensha stepped to the podium and made this profound statement, "When you empower a woman, you empower a nation", I couldn't have agreed more! That is why I'm proud to be collaborating with our sister brand *Fairlady* this year, I believe that together we can make an even bigger impact.'

Santam understands that the first 1000 days of running your own business are the hardest. They believe that if you're still in business by day 1001, you're in it for the long haul. Santam's many years of supporting women in business in South Africa have given them a real insight into potential pitfalls on their entrepreneurial journey.

Categories

Entrepreneurs can enter one of three categories and win incredible prizes:

- **The Santam Woman of the Future** title is awarded to an entrepreneur aged 30 or older whose business is older than 1000 days and who is well on her way to creating an empire.
- **The Santam Rising Star** title is awarded to an entrepreneur between 16 and 30 years old who is still within her first 1000 days but whose business, our judges believe, will flourish way beyond them.
- **The Santam Social Entrepreneur** title is awarded to an entrepreneur making a real difference in her community. Aged 30 or older, her business has survived the first 1000 days.

Prizes

The prizes awarded to the three winners are: R80,000 in cash to The Santam Woman of the Future; R50,000 in cash, each to the Santam Rising Star and Santam Social Entrepreneur.

All the winners will also walk away with:

- A PR package worth R10,000 from Lulalend
- A luxurious beauty hamper worth R5,000 from Estée Lauder
- Business printing worth R5,000 from Lithotech
- A course worth R17,000 from GIBS
- A Samsonite Zalia 2.0 Bailhandle worth R3,699
- A ladies wristwatch worth R1,095 from Missguided
- A media training course

How to enter

Entries close on **30 June 2020**. Entry forms and T&Cs are available at www.womenofthefuture.co.za.

The general public can nominate a female entrepreneur for entry into any of the three categories. Nomination forms can be found on <https://womenofthefuture.co.za/nominate/>