



L-R: Mr Ric Amansure CSI consultant Metropolitan Health Group, Mr Philimon Phiri 5 Loaves Bakery head baker, Mr Blum Khan CEO Metropolitan Health Group, Mr Austin Nengwke Chief Financial Officer Metropolitan Health Group and Mr Richard Lundie General Manager Living Way

Recipe for Success

There is something elemental about baking bread. The smell alone can get the mouths of a community watering, long before the warm goodness fills their bellies. In Masiphumelele, near Noordhoek, the aroma of freshly baked bread means even more. It also brings a message of hope and entrepreneurial upliftment.

Every day, 5 Loaves Bakery produces about 80 loaves of bread. Most of these are sold at the nearby taxi rank each morning by the baker, Philemon Phiri. The bakery, which opened in September 2010, was launched by Living Way, which is situated next to the informal settlement. Living Way is part of Living Hope, a non-profit that was created in 2000 to address issues of HIV and Aids in the South Peninsula of Cape Town. Living Way is the arm that focuses on economic empowerment.

“This is a good opportunity for me because I have a job and I can provide for my family. My hopes and desires are for 5 Loaves Bakery to get contracts with big companies and for it to grow so that more people can get the same blessing as I did,” says Phiri .

That desire took a big step closer to becoming reality this week when Blum Khan, CEO of Metropolitan Health Group (MHG), paid a visit to 5 Loaves Bakery to see for himself the work of the bakery. The initiative is one of the community-based projects supported by MHG.

“We have donated equipment worth R150 000 to the bakery, but for MHG it is not just about merely funding a project such as this,” Khan explained. “We get involved to further enterprise development at grassroots level. This will inevitably lead to individuals bettering themselves and gaining the necessary skills to get ahead in life and even become entrepreneurs which will uplift their communities.”

MHG will be providing further support to the project by lending expertise in the fields of finance, project management and human resources. It is this support that helps to build a working model which is sustainable.

The project will be overseen by Prof. Manie de Klerk – Executive Manager: Clinical Best Practice at Metropolitan Health Group and Mr. Richard Lundie - General Manager at Living Way. Richard Lundie, who has been with the organisation since 2007, is enthusiastic about the project.

“We believe that this project will go a long way in giving the people in the local community a chance of bettering themselves by obtaining skills and getting a sense of how things function in the business world. It is uplifting to see someone like Philemon take up the challenge, he has really become more confident and has developed a skill that he will have for life,” he said.

It provides the people of Masiphumelele and Ocean View with work readiness skills and helps them shift from the poverty mindset and help them explore opportunities to become entrepreneurs. They also hold workshops for those individuals in the community who have started their own businesses.

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