

Christian Connect Fund

Connecting with People in need

SUPPORT PROPOSAL

Christian Connect Fund –CCF

Zambia

Overview

Christian Connect Fund is a registered Mission in Zambia; focused on networking with fellow Christians, creating sustainable financial value to support the needy work their way out of poverty through small business activities, and creating markets for products across communities with a goal to eliminate poverty. This is a life changing and empowering project in the church network and across communities.

We *Mobilise* financial resources, *Network* with the needy and *Emerge* small/growing Christian business activities in Zambia.

CCF's core business is in the manufacturing; this will ensure sustainable income that will successfully support the poor with stable economic activities that will improve lives. One of the products already being produced is Peanut Butter; although already established, the project is still in its infancy.

The CCF network will impact over 500 low income families with products for small business activities and or, support already existing but currently unstable businesses needing help across communities. This work is being rolled out in 3 major Provinces – Lusaka, Central and Copper-belt Provinces involving 39 districts in total for now, we are assured this project will support many that are in need and hopeless.

The manufacturing industry is critical to changing lives, sustaining and growing low incomes into meaningful livelihood opportunities. CCF has unearthed this opportunity and will eliminate poverty by creating jobs and contributing to the economic development across communities – bringing hope to lives.

The CCF short term and long term activities include:

- Manufacturing Food Products such as Peanut Butter and cool/soft drinks
- Manufacturing a range of household products such as Soaps and detergents.
- Orient and equip target/partner needy groupings with the engagement guidelines, basic entrepreneurial skills and basic financial literacy information through the 1 to 2 days business seminars.

Potentials in the first year:

- Peanut Butter Production; revenue appropriated at \$700,000
- Beverage (Drinks) Production; estimated at \$300,000
- **Cooking Oil**; soon coming.

The Market

The Government has promoted investment incentives in the Manufacturing sectors. Given the recent growth of urban population at 2.5% per annum and the subsequent rise in Food demand, we anticipate that we will find our feet into the market share and steadily grow to occupy a significant part of the market. This market presents a great opportunity for the Mission and we will work to grow at least a rate of 20% per annum.

Key Factors

Name of Organisation	Christian Connect Fund
Country of Operation	Zambia
Location/ Address	Stand No G53 Off Wisdom Chansa Road, Hillcrest, Ndola +260 979 202 577 +260 973 921 613
Website	Not Yet
Year Registered	2023
Sector	Manufacturing
Legal Status	Pacra Registered Foundation
Est number of Employees	To Be Advised
Est Revenue	USD100,000 Minimum
Proposed Investment Structure	
Proposed Investment Amount	To be Advised
Type of Investment	Loan/Grant
Type of Investor needed	Any
Uses	<ul style="list-style-type: none"> • Raw Materials • Processing Equipment • Transport

The Competition

There are number of competitors in the main stream market. Our estimation of the competitors looks like this:

- Trade Kings – 30% market share
- South African Producers – 40% market share
- Others – 15% market share

CCF has an edge over competition because we have unique strategy of engaging small business across our target market in Zambia. Our network set up with the Church, NGOs and various small businesses across communities places us in an advantageous position over others. We are producing for a human welfare cause and not for profit. In fact, most competition is saturated around shopping malls and large supermarkets, where as our target markets stretch into highly populated middle and low income communities. Our distribution interactions channels give us a strong footing into our chosen markets.

Management and Advisors

CCF is a growing empowerment for the people; we are comprised of a team of knowledgeable and experienced God fearing individuals, with a strong passion and calling to help people work their way out poverty. We have a team of a reliable human resource with deep knowledge in commodity production and trade industry. The key leadership includes:

Mr. Webster Chilila – the founder of the Mission; a Preacher of the Word of God, business strategist and a manufacturing consultant; who has spent over twenty years building a strong grip of turning strategic plans into operational reality in a variety of industries, including banking, and the manufacturing and distribution industry.

Miss Patricia Mukwala –Co founder of the Project; a God fearing and Preacher of the Word of God with a strong passion for women and children welfare. She is a qualified Sales and Marketing Executive with over twenty years in Church administration and Children’s welfare.

Mr John Mongo - Human Resource and Admin Officer with a rich background in the Insurance business. John has a great passion with people welfare and administration services.

Others –include a team of territorial distributors and personnel across communities to support the Project. The Project further has Product Producers who have been in the mainstream manufacturing with deep experience in the formulation and production of the various products.

Investment Proposal

Investment is a journey and not a one off event. We desire to develop long term relationships with individual and group financial supporters. To successfully launch and impact lives the Project needs seed funds of at-least \$100,000.

However a minimum of \$20,000 is need to start the work, strictly for one line:

- The Peanut Butter Program; this will help to acquire the following:
 - Locally made machinery (Roaster, Processors and blanchers)
 - Raw materials and packaging materials (Peanuts, Jars, labels and cases materials)
 - Operational Funds (logistics, sales and marketing activities)

We are expected to generate a ROI of 40%.

The Project seeks financial partners who will invest in the in the welfare of the people.

Social Impact

We have a large social and economic impact as we create employment for peri- urban and rural people particularly for low income communities. In addition, the project promotes transfer of knowledge, skills and technology, and is envisaged to contribute significantly annually to the national treasury through taxes, levies, fees and other statutory requirements.

CCF Products



Peanut Butter jars



Peanut Butter Cases



Unlabelled Dish Washer



Body Petroleum Jelly