

Sam Gqomo is an award-winning business woman who is passionate about the media and women and girls reaching their God-given potential. She loves music, fashion, food and travel. Gqomo is the director of Womandla Global Network and the founder of Womandla foundation, a non-profit company which aims to inform, educate, celebrate and empower women in the African diaspora.

Q) What inspired the inception of Womandla Foundation?

A) The foundation started as a blog assignment actually! I was writing articles about unsung heroes, particularly women in the community, doing amazing things. After years, I decided to formally register a Non-Profit that aims to empower, celebrate and equip women and girls. The rest is history!

Q) What is the importance of consistent women empowerment and development in our communities?

A) The learning never stops. I have personally been on several programmes and attended many workshops to continuously challenge myself and broaden my horizons. Doing this in a supportive community, with and for women who resonate with the same issues and circumstances is not only encouraging, but also creates a sense of belonging. In many instances, life and its challenges has pacified many women, and so bringing women together through various initiatives, uplifts them, gives them their fight and voice back.

Q) How do you overcome the challenges that you face in the day-to-day operations of Womandla Foundation?

A) Nothing has tested motive, passion and heart more like the Foundation. I am so grateful to have a team that shares in the values and lived experiences that makes the job or rather calling, light work. Operations (because we're all volunteers), logistics and funding are some of the obstacles we face, but the impact we have encourages us to keep going.

Q) How do you separate the work that you do as a businesswoman from the work that you do for Womandla Foundation?

A) Luckily, being an entrepreneur, you learn quite quickly to juggle many hats and to create systems and processes that work for you! We have to admit that the non-profit is a business, because there is commercial activity. The Pan-African communications agency is values-led and impact-driven. We drive PR value to our clients with profit, people and purpose in mind. So my frame of mind, values and purpose doesn't change - only the business model and outcomes do.

Q) As a purpose-driven woman, how do you ensure that everything that you do is aligned with your purpose?

A) Love this question! Knowing God and understanding your purpose is what anchors you, guides your decisions and gives you peace in uncertainty. When you know what you are here for, you don't worry about the how.. "things" fall into place. I know I am aligned also by serving others and prayer. That is my superpower!

Q) It's international women's month, what is your message for African women?

A) You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead, they put it on its stand, and it gives light to