



# IMPACT REPORT 2025

# INTRODUCTION

## Beauty with Purpose - Empowering Africa's Next Generation of Female Leaders.

### About Girl Boss Africa

Girl Boss Africa is a women-led hybrid social enterprise redefining what beauty means for the African girl. We produce affordable, high-quality hair and skincare products specifically formulated for African hair and skin using natural, locally sourced ingredients like Marula, Mango, and Hempseed oils.

- But beyond beauty, we are building a movement, a purpose-driven ecosystem that combines enterprise with empowerment. Through our digital community, leadership programs, and events like The Ultimate Girl's Festival, we equip Gen-Z and Gen Alpha girls with the confidence, skills, and mentorship to thrive as leaders and entrepreneurs in their communities.

Founded by Nonhle Matsebula, Girl Boss Africa was born from lived experience, the journey of a young African woman seeking purpose, confidence, and representation. What began as a beauty brand has evolved into a transformative force for social and economic empowerment.

## Our Mission & Theory of Change

We exist to solve two interconnected challenges facing young African women today:

1. Limited access to affordable, culturally relevant beauty products that reflect their identity and needs.
2. A lack of empowerment platforms and mentorship that help them build purpose-driven lives and financial independence.

Our theory of change is simple: when young women see themselves represented, in products, leadership, and storytelling, they begin to believe in their potential. By merging beauty, wellness, and personal development, Girl Boss Africa helps girls move from uncertainty to self-leadership, from survival to significance. We aim to build a generation of purpose-driven, financially independent African women who embody confidence, creativity, and community impact.



# OUR IMPACT (2018-2025)

## DIRECT REACH & ENGAGEMENT

- 5,000+ young women impacted through in-person workshops, pop-up events, and university programs across South Africa, Eswatini, and Nigeria.
- 60,000+ digital community members across YouTube, Instagram, and TikTok, engaging daily in mentorship, beauty education, and self-discovery content.
- 100,000+ products sold before our 2024 operational pause, proving both commercial viability and community trust.

## ECONOMIC EMPOWERMENT & JOB CREATION

- Township Container Salon Initiative (2024-2026): a scalable micro-salon model designed for township and rural hairstylists, offering ownership, training, and income growth potential (from R300/day to R900/day).
- SheUp – Salon & Hairstylists Upliftment Programme: empowering 50 women in the first year to manage self-sustaining beauty enterprises.
- Local production partnerships with small-scale manufacturers and women suppliers, promoting inclusive supply chains.
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## EDUCATION & LEADERSHIP DEVELOPMENT

- Leadership and Financial Literacy Workshops: Conducted in partnership with YALDA, NYDA, and the Mandela Washington Fellowship network, equipping over 1,000 students with self-leadership and entrepreneurial skills.
- Girl Boss Africa YouTube Channel: Features educational storytelling on self-worth, mental wellness, and career growth, amplifying African female voices and narratives.
- Digital Empowerment Training: New curriculum launched to upskill youth in Canva, CapCut, and AI prompt engineering for digital career readiness.

## COMMUNITY & CULTURAL IMPACT

- Ultimate Girl's Festival: A flagship annual event bringing together over 2,000 young women for a full-day experience of beauty, purpose, and empowerment.
- Storytelling Campaigns: Topics such as Period Shame, Self-Worth, and Entrepreneurship in Township Spaces have reached over 1 million digital impressions, sparking meaningful dialogue and destigmatizing youth issues.
- Collaborations: Worked with organisations such as Woolworths (Youth Makers), UNDP, SEDFA, and local universities to bring empowerment to new communities.

# OUR PARTNERSHIPS



Girl Boss Africa thrives through strategic collaborations that align commercial growth with social transformation.

- Private Sector: Woolworths, Pick n Pay, Spar (retail visibility and co-branded campaigns).
- Public Sector: NYDA, SEDFA (youth enterprise development and funding frameworks).
- NGOs & Global Networks: Mandela Washington Fellowship, YALDA, UNDP Global Empowerment Fund (leadership and mentorship initiatives).
- Creative & Education Partners: Contract manufacturers, digital educators, and media producers enabling scalability and storytelling impact.

Our partnerships are built on transparency, shared values, and long-term co-impact, ensuring sustainability beyond funding cycles.

# SUSTAINABILITY & SDG ALIGNMENT

Girl Boss Africa contributes to the following UN Sustainable Development Goals (SDGs):

- SDG 5 – Gender Equality: By empowering women to become entrepreneurs and leaders.
- SDG 8 – Decent Work & Economic Growth: Through job creation in beauty, retail, and creative sectors.
- SDG 9 – Industry, Innovation & Infrastructure: Through township salon hubs and inclusive supply chains.
- SDG 12 – Responsible Consumption & Production: By sourcing locally and promoting ethical manufacturing.





# MEASURING OUR IMPACT

We use a mixed-method approach combining quantitative metrics, qualitative insights, and digital analytics:

- Quantitative: Number of women trained, jobs created, sales generated, and digital engagement metrics.
- Qualitative: Testimonials, storytelling, and community feedback showcasing emotional and behavioral transformation.
- Digital Metrics: Engagement rates, viewership, and retention across platforms like YouTube and Instagram.
- Accountability: Annual reviews with advisors, partners, and beneficiaries to assess progress and alignment with our mission.



# 2025-2027 VISION

As part of Girl Boss Africa 2.0, we are entering a new phase of growth, rebuilding with greater clarity, systems, and sustainability.

Our next milestones:

- Relaunch production and expand product lines into 500+ stores where we have open listings awaiting fulfilment in Spar, Pick n Pay, and Woolworths, with stores operating across Southern Africa.
- Activate the Girl Boss Empowerment Hub – a digital and physical platform offering mentorship, training, and e-learning resources for young women.
- Scale our SheUp Programme – Salon & Hair Stylists Upliftment Programme to impact 200 stylists in South Africa by the end of 2027, promoting entrepreneurship and job creation.
- Host the Ultimate Girl's Festival in South Africa by the end of 2026 and establish it as an annual flagship event dedicated to inspiring and uplifting girls nationwide.
- Expand exports under AfCFTA to Botswana, Namibia, Lesotho, Eswatini, Mozambique, Kenya, Nigeria, and Ghana.



# FOUNDERS REFLECTION

When I started Girl Boss Africa, I had one dream, to build something that would make young African women feel seen, heard, and celebrated. What began as a beauty brand has evolved into something far greater, a movement that empowers girls to lead, dream, and rise with confidence.

This journey hasn't been easy. Like many entrepreneurs, I've faced moments of doubt, loss, and complete rebuilding. In 2023, when our operations came to a halt, I thought it was the end. But it was actually the beginning of something deeper, Girl Boss Africa 2.0. A version grounded in purpose, community, and authenticity.

Every product we create, every event we host, and every girl we reach is a reminder that impact takes time, heart, and faith. Through our challenges, I've learned that entrepreneurship is not just about profit, it's a spiritual journey of service and courage. Today, as we rebuild, our mission is clearer than ever: to redefine beauty as a force for empowerment. Girl Boss Africa stands for every girl who has ever felt unseen or unsure of her path, reminding her that she already has everything she needs to lead, to build, and to shine.

**Nonhle Matsebula**

**Founder & CEO, Girl Boss Africa**

