

Visa helped Banyana performance support SA small business

Visa, sponsor of the Fifa Women's World Cup Player of the Match award, is providing grants to help women-owned small and medium businesses (WSMBs) in the respective country thrive with capital to grow and sustain their businesses. This extension of the athlete award supports WSMBs with \$500,000 in total grant funding across the 64 matches and, potentially, 32 qualifying countries.



Banyana Banyana. Source: Twitter

Following the group stages match against Argentina, [Native Nosi](#), a female owned beekeeping company specialising in local raw honey production, founded by Mokgadi Mabela. from South Africa received a \$5,000 grant.

The company's investment in women's football has advocated for equity, inclusion, and creating meaningful connections with athletes, fans, and communities worldwide.



#WomensMonth: Roxana Ravjee is leading Dentsu SA into the future

Karabo Ledwaba 1 Aug 2023



"Visa understands equity requires action and resources. We're excited to use the world's biggest stage for women's sports to put the power for change into the athlete's performance - and uplift a business in the home country of each game's Player of the Match," said Frank Cooper, chief marketing officer of Visa.

This initiative stems from Visa's multi-year commitment to help women entrepreneurs access crucial financial resources and empower inclusion in the global economy. Supporting women in sport is important for future business success.

A benchmark for success

According to a survey of 5,000 adults and 2,250 small business owners in 10 markets conducted by Wakefield Research for Visa:

- 82% WSMB owners agreed participating in sports impacts a person's success in business.
- Top four business skills the WSMB owners identified business leaders can develop by participating in sports were strategic thinking, teamwork, communication, and leadership.
- 81% of WSMB owners agreed that overcoming adversity in sports prepares people to tackle the most difficult situations in business.
- 89% of women surveyed agreed that children can develop skills vital to future professional success by participating in sports.

[Cast your vote for the Player of the Match](#) and support women-owned businesses.

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