



# SUSTAINABLE BUSINESS PRINCIPLES

A common goal for any orphan care project is to become self-sustaining and thus, less dependent on donor dollars. Several of Lifesong for Orphans' orphan care initiatives have been growing towards sustainability through businesses that have been set up in country. Although it presents unique challenges, there can also be great opportunity.

Here are some basic principles we have learned through our years of experience that can help in making a sustainable business succeed.

## General Sustainable Business Principles...

### 1. APPROACH AS BUSINESS.

- ▶ Develop a business plan with organized structure.
- ▶ Understand local markets.
- ▶ Be financially prepared & accountable.

### 2. DEVELOP A STRONG TEAM.

- ▶ Recognize importance of blended team (not only indigenous & US team members, but also age, experience & background).
- ▶ Have stateside team in place for expertise & financial support.

### 3. UNDERSTAND YOUR IMPACT.

- ▶ How is your business impacting local economy?
- ▶ What opportunities are you providing your employees?
- ▶ What is your goal for giving?



Top: Plant Sciences, Inc. expert team with Lifesong Farms-Ukraine team.

Bottom: Lifesong Farm-Zambia strawberries in local grocery store in Kitwe, Zambia.

## Principles for Interpersonal Relationships...

### 1. DIVERSITY IS STRENGTH.

- ▶ Recognize that cultures approach business differently.
- ▶ Be willing to grow through compromise.

### 2. KNOW YOUR EXPERTS.

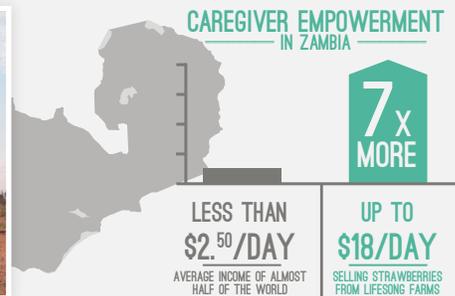
- ▶ Network with experts in the industry.
- ▶ Learn & grow from local in-country businessmen.

### 3. RELATIONSHIPS ARE KEY.

- ▶ Financial success is not the only objective.
- ▶ Promote discipleship & mentorship among team.

**“While working in sustainable business, you need a mission heart and a business mind.”**

—LUKE GUDEMAN, Farm Manager | Lifesong Farms-Zambia



**“Without working [at Lifesong Farms Zambia], I could not afford to feed and keep my children, because I am the only one at home who looks after my children...”**

**MARY**

Orphan Caregiver & Lifesong Farms Employee



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