



**USAID**  
OD AMERIČKOG NARODA

# Successful Entrepreneur and Single Mom Making People's Dreams Come True

## Fund for supporting businesses owned by marginalized women



Project title: Fund for supporting businesses owned by marginalized women

Project duration: 1. 10. 2016. - 28. 10. 2017.

Funding: 680.000 KM

Project implemented in: Zvornik, Livno, Kalinovik, Visoko, Rudo, Tešanj, Teslić, Konjic i Prijedor

*Project summary:* Cooperation between USAID/PPMG and its partners – local self-government units – fosters an environment conducive to establishing and improving institutional mechanisms for supporting businesses owned by marginalized women.

Ajla never thought her dream would come true. This dreamer from Tešanj, brimming with optimism and the desire to do more dreamed of having her own business, build a better life for her and her son, and make other people's days happier.

Very early in her life, Ajla faced one of the most difficult challenges in life. Life cast her in the role of a single mom, and she decided to play it to perfection. She decided to approach motherhood as a challenge, and now her 10-year-old son is her motivation and inspiration for all her accomplishments, present and future. Her son was her motivation to enter the world of entrepreneurship, to do more in her small town – Tešanj. Ajla didn't have a job, and needed to provide for herself and her son.

The inspiration for her business came from a movie, but she only had an idea. Without a job and without money, she had no way to make it a reality, but she kept searching for a solution. She needed help with making her first steps, and wasn't too worried about what would come later. She had faith in her will, dedication and hard work bringing the results that she wanted.

"And the stars aligned." says Ajla, smiling.

USAID's Fund for Supporting Businesses Owned By Marginalized Women and the Municipality Tešanj helped Ajla get started. She received funds to launch her business, and Ajla knew what she wanted and needed to do. She became the proud owner of the Event Agency JOY. Ajla now brings joy to many families, make childhoods better, Tešanj more lively and the life of her son and her easier and more secure.

She used the money she received from the Fund and the Municipality to start her own business, buy the necessary equipment and embark on an adventure of making dreams come true. Ajla organizes theme birthday parties for children, educational workshops and courses, because she wants to make their childhood better, and for her older clients, she makes important moments unforgettable.

"I do everything that's beautiful. I organize birthday parties, business parties, opening ceremonies. The youngest ones are always in focus, because it bring them the most joy. For them I organized gift giving events and costume parties. I'm happy because my dreams came true, and now I can do the same for others. I'm happy that I'm doing what I love and that I have the support of my fellow citizens." - says Ajla, who uses every moment to come up with even better offers for her little happiness factory – JOY Event Agency.

Ajla's agency organizes birthday parties, business parties, family days, and makes other people's beginnings happier.

The story of this agency is a story that you watch – says Ajla, because every event is put together with so much love and attention. She strives to meet expectations and make dreams come true, just like hers did when she was supported in opening her agency.

Ajla is one of a hundred women who was supported by the USAID's Marginalized Populations Support Activity and nine local administration in launching and developing their own business that provides them with a livelihood, independence and restores their faith in the future.