

CIDA Empowerment Fund



CIDA City Campus

CIDA City Campus is a non-profit, private, higher education institution founded in Johannesburg CBD in 1999 to contribute to the social and economic development of South Africa by providing economically and socially disadvantaged students with access to relevant, quality, tertiary education in business and entrepreneurship. After four years of intense study, incorporating a foundation year, and both practical employment experience and community development work, graduates obtain a BBA (Bachelor of Business Administration) Degree that is recognized by the Department of Education and fully-accredited by the South African Qualifications Authority, the Council of Higher Education and the South African Institute of Management. CIDA is assisting in building South Africa's future generation of leaders.

CIDA's empowerment impact is meaningful and measurable. In 2006, CIDA graduates working in the market place will earn in excess of R100 million in salaries. Over the course of their careers, these graduates will earn in excess of R3 billion.

"South Africa is inspired by the vision of CIDA Campus."

- Wendy Luhabe

"WOW! Even after an 18-hour flight to the US, I am still high on CIDA! It was one of the best days of my life! I can't wait to begin to tell the world about the miracle in Johannesburg called CIDA. CIDA gives me a completely new optimism for Africa. And WOW!!!!!"

- Tom Peters,
author of *Circle of Innovation and In Search of Excellence*.