

EMWOSE
Women from ethnic minorities in social enterprise

Interview form

Overview

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Carole York is the founder of 'Putting in the Magic', a sanctuary for abused and abandoned ponies. Originally from South Africa, Carole has been living and working in Ireland for 20 years and started this organisation 7 years ago.

We have to comply with tax and revenue and the company registrations office whereas the compliance required by the charity regulator, I literally wouldn't have time to actually take care of ponies. I'd spend my whole life doing all this ridiculous admin and stuff like that so it seemed easier to go the Social Enterprise route as a help to disadvantaged groups, for instance trafficked women, women who had suffered domestic violence. I have a programme put together whereby these women would come here and they would interact with the ponies and we would do various things to assist their mental and emotional well-being. We thought this would work out fantastically because the ponies would relate to these women who had been abused and the women would relate to the ponies who had been abused. We thought this would be a perfect fit.

Carol outlines some of the challenges she has faced.

The huge cultural challenge moving to Ireland. It was really really, I never expected it to be honest but fitting in with a completely different culture to the one that you're used to. That is very challenging and that does knock your confidence because you don't know if you're saying the right thing or doing the right thing.

When 6 years later we went for charity status, I felt and I did complain about this that I was being discriminated against and was being treated, as I said, rudely and disrespectfully by the man in charge of that particular meeting who was very aggressive and rude towards me. Now I can't say whether that was just because I was a woman or because I was a woman from South Africa.

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Keywords:

Pony sanctuary, emotional and physical abuse, compliance, disadvantaged groups, well-being, cultural challenge, confidence, charity status, discrimination, business skills, finances, passion, creativity, quiet time.

In additions to marketing and confidence-building skills, Carole outlines the importance of business and technical skills.

Business skills in terms of running a business and keeping records. You need some financial acumen or somebody that will help you keep a track of the money without necessarily. I really believe in trying to do everything on a shoestring. You don't want to have to be going out paying accountants ridiculous money to do your books. You need some technical skills, you need to be able to do spreadsheets and keep a record of your finances. That's so important.

Carole offers advice to women who wish to embark on a Social Enterprise.

Well first of all you need to follow your passion. You need to follow your heart. If you're going to start any type of enterprise, any kind, social or otherwise you need to follow what is in your heart. Do not follow the money. Do not going for the easy making money. You do something, whatever it is because your heart basically tells you this is what I'm passionate about.

You have to turn on your creative taps. I would say spending time quietly, sitting, doing nothing is probably more important than running round madly, chasing whatever it is you're doing because it's those quiet times that when the creative impulses come and the ideas come and then you can make them a reality.

Full video [HERE](#)

