

A young girl with braided hair, wearing a dark school uniform with red and white stripes on the collar and cuffs, is smiling and writing on a green chalkboard. The background is a chalkboard with some faint white markings, including the number '20' in parentheses. The overall scene is brightly lit, suggesting a classroom environment.

*Unlocking tomorrow's  
potential*

**Integrated Report**  
**FY2022**

 **mr price foundation**



Mr Price Foundation is the only independently registered NPO driving skills development at national, regional and community levels for entrepreneurial and employment opportunities in the retail value chain, along with interventions in education starting from the foundation phase.



Our programmes align with a number of United Nations' Sustainable Development Goals.







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# About *us*

Mr Price Foundation was established in 2005 to positively influence and actively support **South Africa's national development priorities of youth unemployment and access to quality education.** Our EduRise schools programme helps under-resourced schools sustainably deliver quality, holistic education; while our JumpStart skills development programmes help youth unlock employment opportunities. We invest significantly into building strategic relationships with stakeholders such as Mr Price Group, businesses, industry leaders, government and communities. By working in partnership with organisations that align strongly with our purpose, we find innovative solutions to effect lasting change in education and skills development.





# We don't measure profit. *We measure impact*

We are a non-profit with a heart for social development, steered by a business mindset that is founded on strong governance and financial controls. We strive to bring about meaningful social change by continually innovating, monitoring and questioning our true impact. We do not simply fund programmes, we co-create sustainable and scalable programmes. We are building a diverse and sustainable funding model to support our mission.







# Our Values

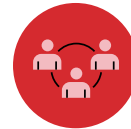
Birthing by Mr Price Group, we share the group's DNA and values.



**Fuelled by Passion:** Our passion is driven by compassion for youth and belief in their potential.



**Creating Value:** We create value that fulfils needs and generates meaningful and measured impact.



**Upholding Partnership:** We collaborate with aligned, valued partners to create exponential and impactful change.



**Actionable Humility:** "We are because of you." We embody selflessness and ubuntu for our fellow South Africans.



# A mother to all

**We lost a beloved team member in 2022: Billi Vermaak, student liaison for the JumpStart Manufacturing and Professional Retail Programmes.**

Billi connected with students and suppliers on behalf of the foundation, and ensured that the cogs of the JumpStart programmes turned smoothly. Billi will forever be remembered for her motherly instincts: immediately taking JumpStarters under her wing and building their self-esteem and determination to succeed. Billi planted the seeds of hope and inspiration in a generation of JumpStarters, who will continue to blossom and grow in years to come.



# Our Team

## Team Heads

**Karen Wells**  
*Head of Mr Price Foundation*

**David Churchman**  
*Head of Finance*

**Pain Mashingaidze**  
*Head of EduRise*

**Yurissa Sawers**  
*Head of JumpStart*

**Pierre Tostee**  
*Head of Communications*

## Board Members

**Mark Blair**  
*Chairman of Mr Price Foundation Board*

**Natasja Ambrosio**  
*Director of Mr Price Foundation*

**Mondli Mchunu**  
*Director of Mr Price Foundation*





# Chairman's *Message*



**“The foundation provides  
*great peace of mind* that  
funding and corporate  
social investments will be  
effectively managed.”**

FY2022 was a challenging year – yet it was also marked by outstanding efforts and partnerships.

When the civil unrest broke out in July 2021, Mr Price Group felt the immediate benefit of having the trusted Mr Price Foundation to turn to. It was incredible to see how swiftly partnerships were formed to ensure that emergency food relief and resources reached those in need; and to witness communities and businesses standing together to rebuild our communities.

At a time when aid is all too often diverted from its intended recipients, and when over half of all South Africa's registered non-profits and public benefit organisations are either non-compliant or don't have cash reserves, the foundation provides great peace of mind that funding and corporate social investments will be effectively managed.

In April 2020, during Level 5 lockdown, Mr Price Group announced the news of rebranding from MRP to the original beloved brand name, Mr Price. In line with this, MRP Foundation became Mr Price Foundation. This shift in name was followed by a shift in strategy as the foundation team seeks maximum long-term impact for our children, our youth and our country.

I thank the foundation team for their commitment to both beneficiaries and partners; and I thank our partners for their dedication and heartfelt support.

*Mark Blair*

*Chairman of Mr Price Foundation Board*



# Karen's *Message*



*“Thank you for standing  
shoulder-to-shoulder  
with us.”*

FY2022 was a turbulent year. Our strength and ability to plot new paths to sustainability were tested by the ongoing pandemic and the July 2021 civil unrest.

Strong partnerships, unwavering commitment, flexibility and agility are essential to survive and grow in a socio-economic landscape such as ours.

We are thankful to all our partners, friends and followers for their support in keeping the wheels of our programmes turning, and for rallying together to bring relief to communities in the aftermath of the unrest.

With COVID-19 restrictions still in place, our annual sports fundraiser reinvented itself as the hybrid JumpStart Challenge. The Challenge raised great awareness and funding for skills development; and we will continue to learn and build on this exciting event.

We made time for close introspection and emerged with a freshly sharpened purpose. Going forward, we will become a more vocal advocate for change in early childhood development.

We were deeply saddened by the passing of a beloved team member, Billi Vermaak. Billi was a warm and engaged mother figure to our students. We take some comfort in knowing that Billi's legacy lives on in all those who passed through her doors.

I thank you all for standing shoulder-to-shoulder with us this year. Thanks to you, children and youth can look to Mr Price Foundation to help unlock their true potential, and move their lives onto a better path.

*Karen Wells*  
Head of Mr Price Foundation



# *Vision* and strategy

Our vision is to drive social change and make a sustainable impact for a brighter future. With education and skills development as our anchor, we co-create programmes to unlock potential, with employability or entrepreneurship as the ultimate goal.





# Areas of *impact*

 mr price foundation

**Skills  
Development**

**Education  
Development**



**JumpStart**  
Retail Value Chain



**HandPicked**  
Agriculture



**EduRise**  
Primary School  
Grade R-7



# *A year* in review

FY2022 was a year of curveballs. Yet we stood firm through it all, thanks to Mr Price Group, our partners and friends. We discovered new strengths: agility, adaptability and resilience. We strengthened existing partnerships and formed new bonds. We collaborated on emergency relief efforts to bring comfort and hope. We impacted and empowered more youth. Yet we could not do it alone. Thank you one and all for staying positive and staying true to our nation's call.

*FY2022 refers to Financial Year period  
4 April 2021 to 2 April 2022*





## Graduating in COVID-19

JumpStart Professional Retail Programme (PRP) students were put through their paces in 2021. Not only did they face a pressure cooker in their studies, but they had to contend with COVID-19, civil unrest and looting. Yet they stayed the course and were rewarded with a sparkling graduation in December. This was our sixth PRP graduation, but it was the first year that the curriculum focused purely on retail operations. We moved into this space in response to demand for retail management students – and it was a great success!

“The PRP gives you knowledge about trading and the retail pipeline. That’s how I came to know about planning. I kind of fell in love with it. I hope to continue up the steps in the planning route and broaden my retail knowledge.”

*Kaveshan Perumal*

Sheet Street retail trainee planner  
PRP 2020 Graduate





## Our response to the unrest

In mid-July 2021, our home province of KwaZulu-Natal experienced devastating unrest over the course of a week. Rioting, looting and vandalism swept across the province; damaging property, threatening personal safety, and cutting off access to food and essential services. To answer desperate calls for food and rebuilding, we worked with Mr Price Group to raise and distribute emergency funding to four respected disaster relief organisations.

With the Olympic Games underway – and with Maxed Elite the proud kit sponsor of Team South Africa – Mr Price Group pledged additional relief funding for every medal won by South Africa. This amounted to a significant donation of R355 000. Our board chairman, Mr Price Group CEO Mark Blair, put out a ‘fund match challenge’ and technology group EOH generously answered his call.

Concerned associates from Mr Price Group, members of the public, and other businesses and partners also rallied to the cause.

We partnered with City Hope, Gift of the Givers, the Domino Foundation and The Robin Hood Foundation to distribute the funding, along with over 11 600 food parcels to stricken communities as well as EduRise schools in Tongaat and Hammarsdale.

We deeply appreciate Mr Price Group and EOH, Mr Price Group associates, members of the public and disaster relief partners for supporting our communities in the aftermath of the crisis. Your generosity helped provide food and warmth when South Africa needed it most.

“We linked arms with Mr Price Foundation to work in Hammarsdale, which is one of our favourite communities. Education is the backbone of our economy, and an educated child becomes a leader in the future.”

*Cindy Morcott*

Founder of The Robin Hood Foundation

“Your contribution towards the development of the African child is remarkable.”

*Mrs V.S. Mnyoni*

Ubhedu Primary School Principal, Hammarsdale

“Thank you ... because you cannot teach a child that is hungry.”

*Mr N. Hlongwane*

Ubhedu Primary School governing body chairman





## Bringing smiles to dials

Mr Price Foundation was pleased to support more than 50 other nonprofits through product and financial donations in FY2022. One of the most significant product donations was a school uniform drive, where we distributed 150 000 brand new school uniforms, donated by Mr Price Apparel, worth R6 million.

The crisp new uniforms provided back-to-school cheer to children across the country. The first recipients were 63 schools in our EduRise programme, followed by donations to 200 schools through the Department of Education in Gauteng, KwaZulu-Natal and Free State. We were pleased to form a new partnership with MTN SA Foundation as one of our distribution partners in this awesome initiative – and thousands of children returned to school with a skip in their step as a result.

We thank all our partners for going the extra mile to bring joy and relief to beneficiaries in 2022. We are truly stronger together.

## Working for wellbeing

We celebrated Women's Month in August by shining a spotlight on women in our HandPicked agriculture programme. In FY2022, 75% of HandPicked candidates were women - empowering them to tackle unemployment and food insecurity in their communities.

HandPicked is also supporting persons with disabilities. Ten home growers out of a new network of 20 growers at Vukuzame in KwaZulu-Natal are disabled. With their skills training complete, Vukuzame growers are producing fresh produce in 30 tunnels, improving the wellbeing and nutrition of 104 dependants.

We thank our HandPicked partners for empowering growers to take their future into their own hands.





# *Our programmes*



## JumpStart

JumpStart programmes unlock career potential and fast-track careers for unemployed youth in the greater retail value chain.





# Opening doors

JumpStart is traditionally focused on skills training and formal job opportunities in retail and manufacturing. By blending industry-specific theory with work experience and life skills, JumpStart programmes help bridge the gap between school or tertiary education and the working world. We also partner with local industry and employment partners to ensure youth are genuinely prepared for employment and connected to career opportunities. Starting with just one programme in 2007, JumpStart has expanded to value chain programmes in retail and manufacturing, progressing from entry-level to management positions.

## Our implementation *partners*





# Our impact in FY2022



JumpStart



**6 149**

Youth developed



**304**

JumpStart training sessions



**50%**

Employment rate



**3 069**

Youth employed

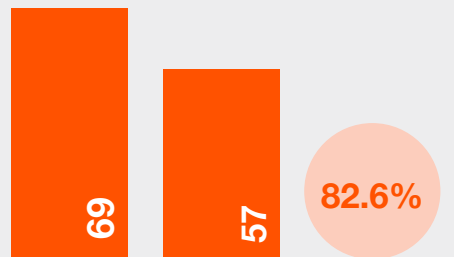


**R17.1m**

Invested in youth development

## 5 Year Overview

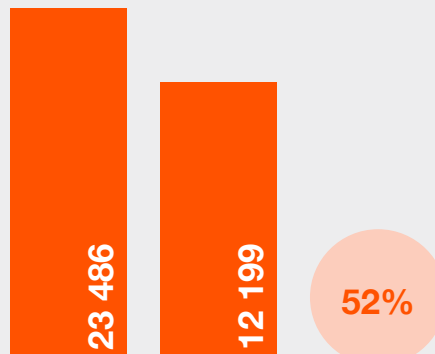
### Professional Retail Programme



Total youth developed  
Total youth employed  
Employment rate\*

**FY2018 - FY2022**

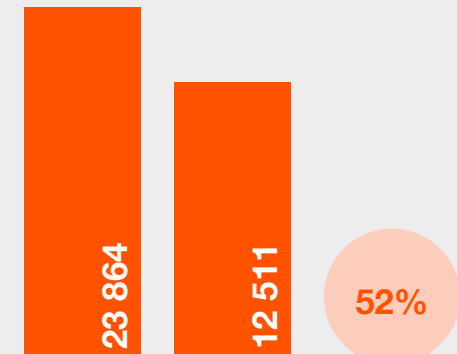
### Retail Frontline Programme



Total youth developed  
Total youth employed  
Employment rate\*

**FY2018 - FY2022**

### Total Impact (Retail & Manufacturing)



Total youth developed  
Total youth employed  
Employment rate\*

**FY2018 - FY2022**

\*Employment rate is calculated at the end of the financial year in which training takes place, and is cumulative.



## “The Retail Frontline Programme trained over 6 000 youth – overshooting its training target by over 1 000.”

Despite considerable challenges around COVID-19 and civil unrest, JumpStart reached a higher training target than any other year.

The Retail Frontline Programme (RFP) trained over 6 000 youth – overshooting its training target by over 1 000. The Professional Retail Programme, which offers an incredible skills development and internship opportunity to a handful of select tertiary graduates, trained nine high-calibre candidates.

Our ultimate goal is for youth to use these skills to break the cycle of poverty through employment; and in Q3 2021, the RFP achieved the highest employment of RFP JumpStarters at Mr Price Group divisions compared to any other year.

COVID-19, however, continued to throw curveballs. Mandatory vaccine policies introduced by many employer partners affected candidate selection criteria; and we needed to pivot to transfer information days and life skills programmes to online platforms. The July unrest set us back a month in critical training for high season demand.

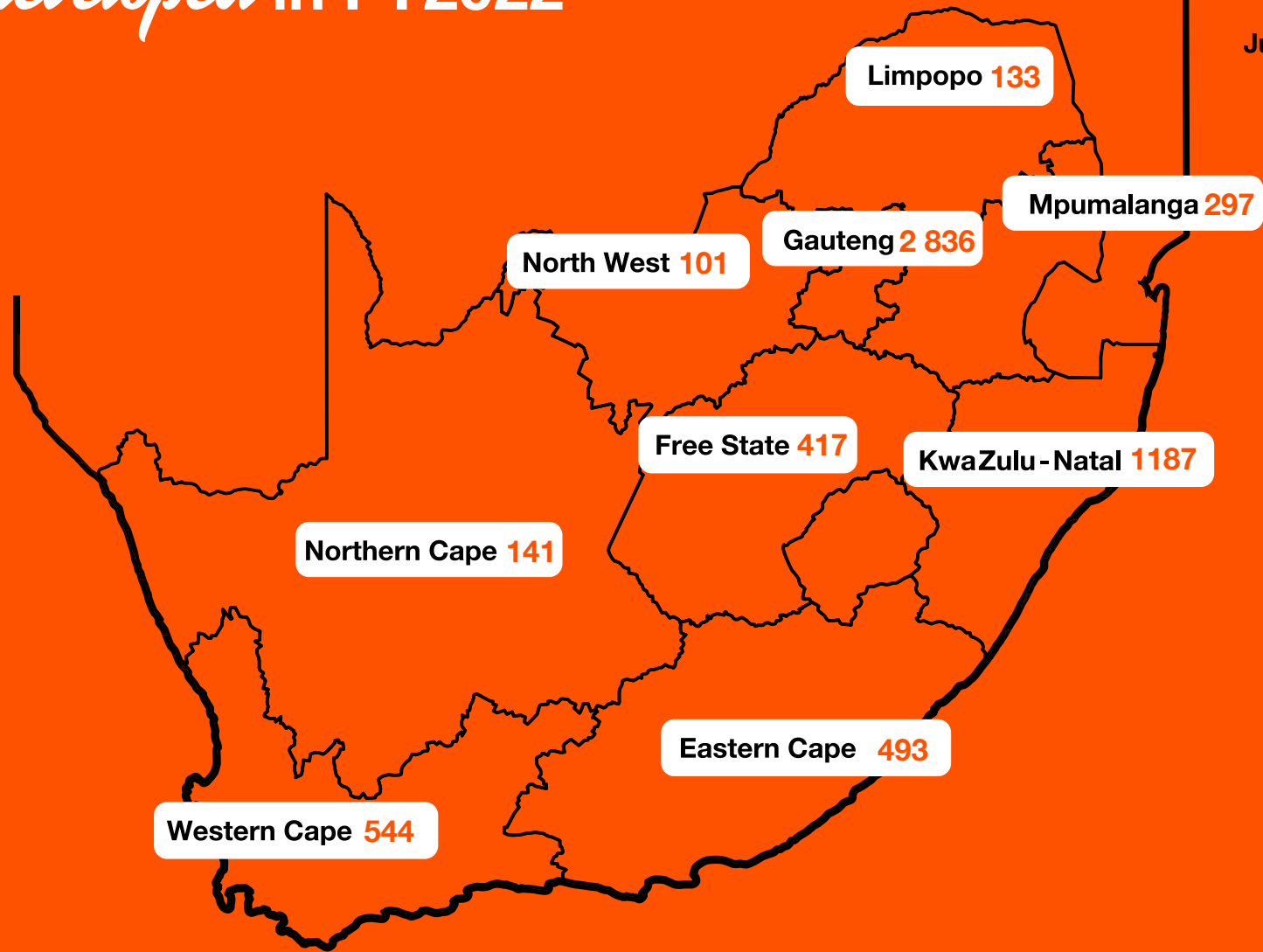
Yet thanks to agile teams on the ground, JumpStart responded quickly to the challenges facing our industry. Many of our achievements largely stem from close relationships fostered between the JumpStart team, employer partners, implementation partners and funding partners. We thank you all for placing the lives of unemployed youth on a more positive trajectory.

*Yurissa Sawers*  
Head of JumpStart





# Youth developed in FY2022





# Testimonials

*“I grew up on the Cape Flats where every day was a challenge when it comes to drugs and gangsterism. I did not want to become a statistic of the Cape Flats. After I matriculated, I did JumpStart training in 2015 when I was 19. It laid the foundation for my future. I started out as an F35 casual employee. Now I am a store manager. I did not see myself working in retail – but when I was given the opportunity, I took it with no questions asked. If it wasn’t for JumpStart, I would not be where I am today.”*

*Alonso Chappel*

JumpStart Retail Frontline Programme, 2015  
Mr Price Sport Kenilworth Store Manager

*“I’ve never experienced a programme like this. The Professional Retail Programme channels students through the planning and buying side of retail. We were exposed to fabrics and fibres, and learned the operational side of retailing. The course is facilitated by mentors who are patient, experienced and knowledgeable. We were also introduced to industry experts. It was fascinating to learn from them.”*

*Brian Mahlangu*

JumpStart Professional Retail Programme 2020  
Mr Price Sport Value Chain Trainee

Alonso Chappel.

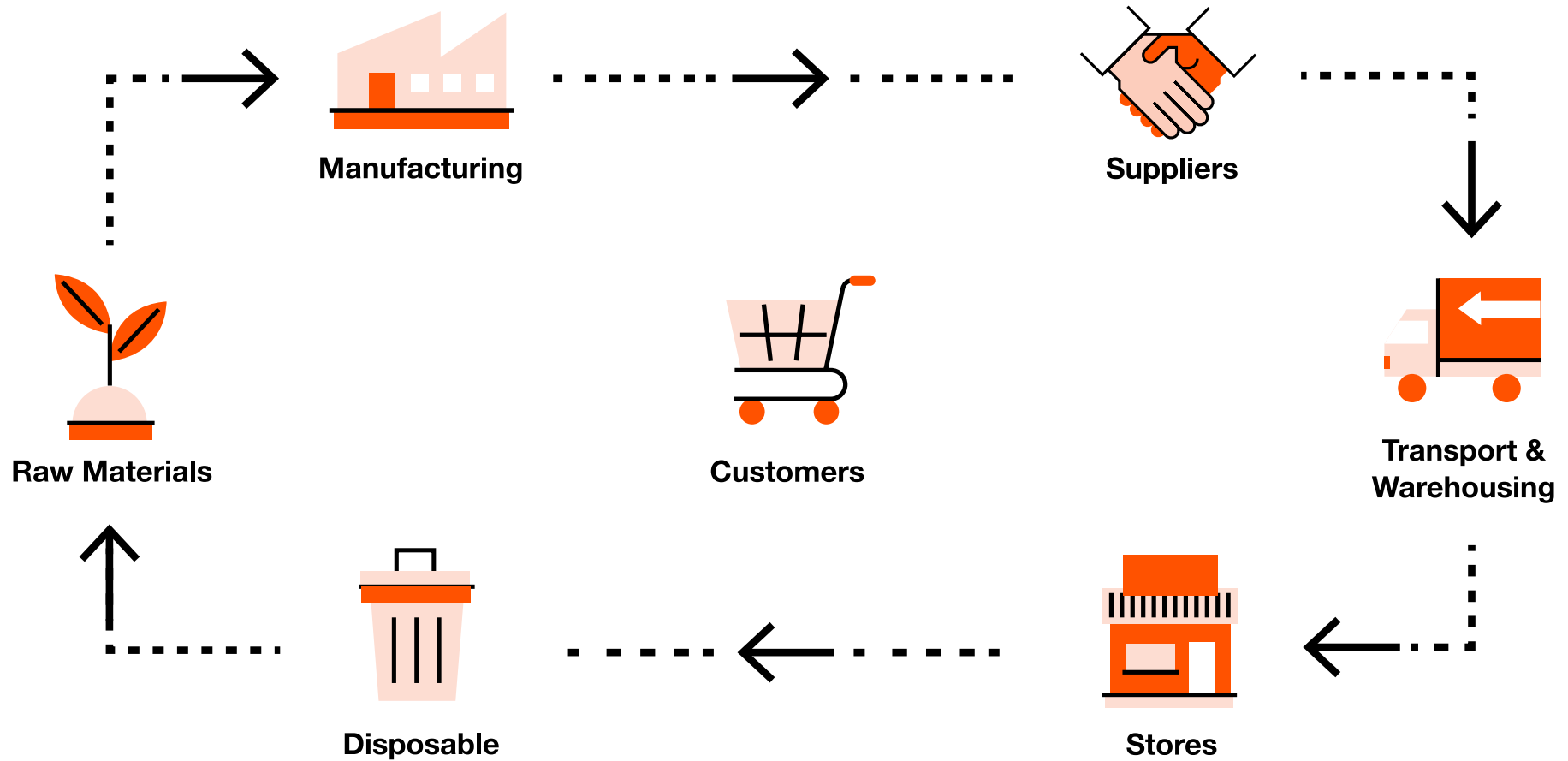


JumpStart





# Retail *value chain*





# Partners with *purpose*

JumpStart empowers youth with key industry and professional skills, and connects employer partners to a pipeline of work-ready retail talent.

The JumpStart programme upskills youth with foundational retail skills and provides hands-on work experience in the retail environment. This bridges the gap between school or tertiary education and the world of work and helps youth enter the job market better prepared.

**In FY2022, 6149 JumpStarters completed skills training and work experience with our employer partners.**

We thank our employer partners for their invaluable support. Together, we can empower thousands of youth to break the cycle of poverty and inequality.

## Our employer *partners*

MILADYS 



JumpStart





# Celebrating SPAR

JumpStart is celebrating seven years of successful partnership with the SPAR Group. SPAR is committed to our common goal of empowering youth from underserved communities through skills development; and sources much of its talent from this pipeline.

*“JumpStart is a game changer. The more we use JumpStart, the more excited we are about it. For all our entry level staff, we only use JumpStart. We look for people who are service-oriented and high energy. We get a lot of these guys through JumpStart. It takes away one of our worries about finding good, reliable, energetic staff.”*

*Rael Iurie*  
SUPERSPAR Westville owner

*“The synergies that exist between our two brands, which are both KZN-based, are that we are passionate about skills development. What we have achieved with this partnership, we could never have achieved on our own. As hard as retail is, in reality it provides you with opportunities. We’ve had learners that started as JumpStarters. Today they are floor managers; with the potential to become store managers or even retailers.”*

*Thuli Tabudi*  
Group HR Executive for SPAR South Africa

*“JumpStart taught me new skills, independence and the ability to sustain myself. I start training at 24 years in 2016 and started working immediately after training in 2017 as a cashier and then as a supervisor. Now I am acting front end manager. JumpStart has really empowered my life. It gave me an opportunity to start working and to be more responsible. My future plan is to have my own SPAR one day!”*

*Zinhle 'Zee' Mdlalose*  
JumpStart Retail Frontline Programme 2016  
Avonmore SUPERSPAR acting front end manager





# Looking ahead

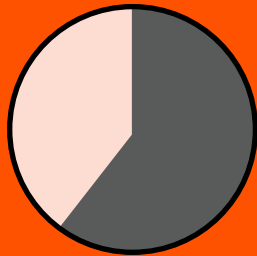


To create opportunities for the youth of South Africa, we must not only develop and match suitable talent to formal employment opportunities in the retail value chain; we must create new, informal opportunities. Going forward, we aim to:

- Develop a pipeline of suitable, work-ready retail candidates for our employer partners.
- Align the JumpStart Production programme to the skills development needs and job creation goals of the Retail-Clothing, Textile, Footwear and Leather Master Plan 2030.

## Why *invest* in youth?

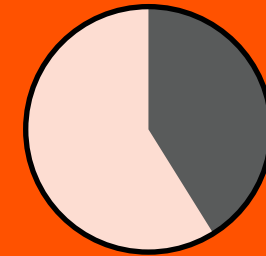
Youth have the highest unemployment rate of all age groups in South Africa\*



**66% of youth aged 15 to 24** are unemployed



**9,4 million youth aged 15 to 34** are not in employment, education or training



**43,8% of youth aged 25 to 34** are unemployed

\*Stats SA Quarterly Labour Force Survey Quarter 3: 2021, 30 November 2021.





HandPicked

# *Our programmes*



# HandPicked

**1** NO POVERTY

**2** ZERO HUNGER

**3** GOOD HEALTH AND WELL-BEING

**8** DECENT WORK AND ECONOMIC GROWTH

# Green shoots of hope

HandPicked was launched in late 2020 with a green vision: to generate employment opportunities through agricultural skills development. The programme sources interns from agricultural tertiary institutions and community engagements for a six-month course on farming, business and life skills. Growers are trained to produce fresh produce in a vertical hydroponic system: a water-wise, space efficient growing system with shorter lead times than field growing. Growers can go on to become self-sufficient food gardeners, establish food hubs, or pursue careers in agribusiness. This socio-economic development project seeks to shift consumers to producers; stimulate local entrepreneurs and local employment; and boost food security in urban and rural areas.

HandPicked is currently centred around Mr Price Group's key communities in Hammarsdale and Durban.

## Our partners







# Best foot forward

Veldskoen™ came onboard as a HandPicked partner in FY2022 – and one of the first things this iconic footwear manufacturer did was to deliver their genuine leather shoes to our farmers. They were thrilled with their South African shoes, saying: “We feel like real farmers in our vellies!” Partnerships are important to Mr Price Foundation. We thank all our HandPicked partners for always putting their best foot forward for farmers.

## Testimonials

“HandPicked makes farming easier and more interesting. It widens the mind of new interns to other farming methods. It is the norm for us, as students, to think farming is only done in fields. However, we have learnt you can also farm in greenhouses.”

*Nokubonga Shange*  
Coastal KZN TVET College graduate

“The agriculture industry is growing at an incredibly rapid pace. As it does, demand for qualified candidates increases. This presents a unique opportunity for college graduates to find work quickly, pursue different areas of expertise to discover their niche and ultimately, grow their careers much faster than they might in other industries.”

*Hlengiwe Mdlolo*  
Coastal KZN TVET College graduate



# Key learnings

- Growers have learned to prioritise high potential crops with better yields and higher revenues.
- Urban and rural/township growers have different needs and individual challenges with markets, logistics and transport.
- There is a need to address localised value adding, where food hub production is processed into value-added products like chilli sauces for the retail channel or for local ECD centres, households and community markets.

# Growth points



HandPicked

**20** Households impacted  
(104 dependants)

**10** Persons  
with disabilities

**2** New agribusinesses  
formed

**1** New corporate  
partner

**2** New seedling  
nurseries formed

**30** New home  
growers





# *Our programmes*



## **EduRise**

EduRise is a holistic education programme that aims to cultivate environments where children can learn effectively, supported by confident teachers in schools that strive for excellence.

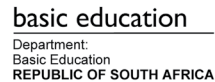




# Energised minds

The EduRise programme is active in selected lower socio-economic primary schools across South Africa. Through educator empowerment, school mentorship, and parent and community collaboration, EduRise helps schools deliver quality education. The programme is designed to unlock the full potential of learners through physical education, mathematics, science, English, creative arts and environmental awareness programmes. The results speak for themselves: lessons are more engaging, learners are more confident, and the future is energised.

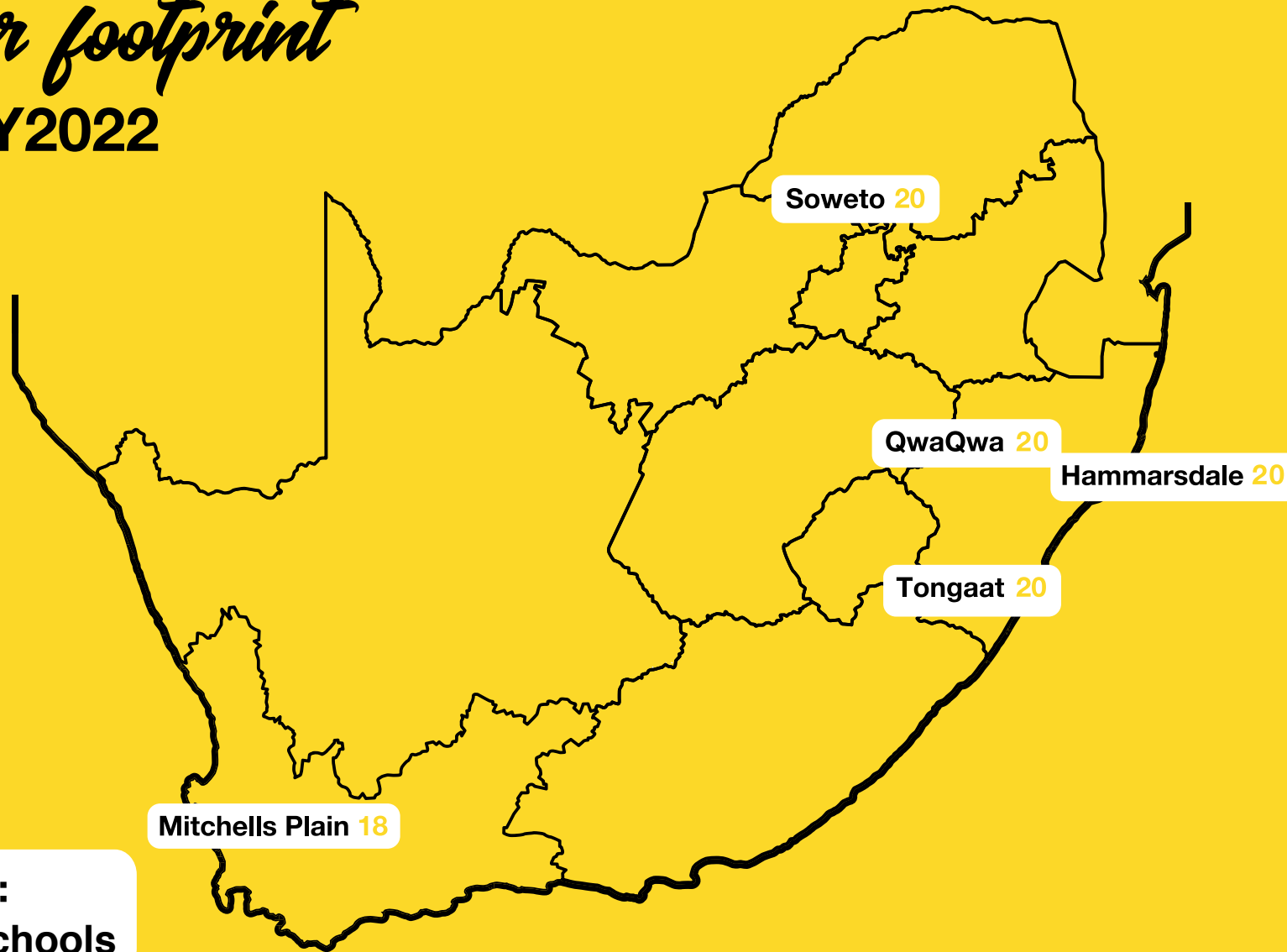
## Our partners in education



# Our footprint in FY2022



EduRise



**Total:  
98 Schools**



# “It was a tough year and we salute educators, mentors and facilitators for their steadfast dedication to learners.”

COVID-19 continued to present challenges in education in FY2022, with schools implementing rotational attendance, limiting school visits and temporarily suspending sporting activities.

EduRise met these challenges with flexibility and innovation. Many EduRise components moved online; and our physical education (PE) component implemented five-minute energizers at the start and end of lessons to ensure children had some physical activity.

It was a tough year and we salute educators, mentors and facilitators for their steadfast dedication to learners. Thanks to them, all 98 EduRise schools progressed into the sustainability phase, Year 4, in leadership and management as well as PE, with most educators now implementing acquired strategies and activities independently of Mr Price Foundation’s mentors and facilitators.

We are in the process of reviewing our programme, taking into account leading research and other proven effective ways to achieve meaningful impact on literacy and numeracy up to the end of the foundation phase (ECD to Grade 3). We look forward to shaping a new generation of children who are capable of breaking the cycle of poverty and inequality.

We thank all EduRise educators, schools, supporters and implementing partners for holding firm. The future of our children – and of South Africa – lies in our hands.

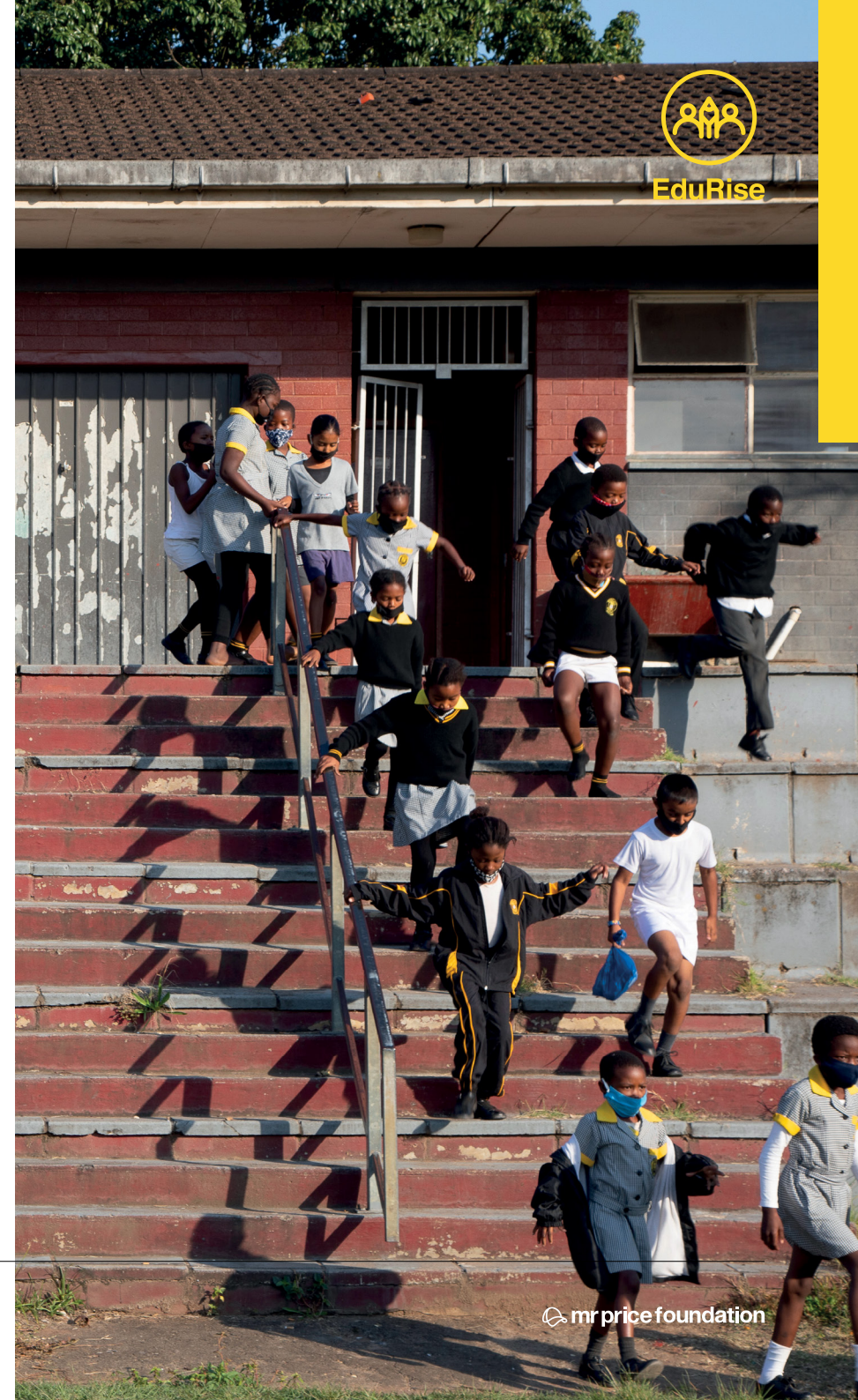
*Pain Mashingaidze*  
Head of EduRise





# EduRise *Milestones*

- All 98 EduRise schools progressed into the sustainability phase (Year 4). Mentors and facilitators observe and offer support as needed in preparation for 100% takeover of the programme by schools.
- We established functional Communities of Practice (COP) for leadership and management in each cluster to ensure sustainability of our programmes.
- Creative Arts was successfully added to the Tongaat and Hammarsdale clusters, with huge buy-in and collaboration between facilitators, schools and the KwaZulu-Natal Department of Education in the Pinetown district.
- All QwaQwa schools in the Eco-Schools programme received bronze medals for implementing a waste management project while sustaining their food garden projects.
- Over 150 000 school uniforms worth R6 million were distributed to schools nationally.
- In response to the July civil unrest, food parcels were distributed to four EduRise schools in Tongaat and to all EduRise schools in Hammarsdale.
- 392 Resources boxes were distributed to schools, ensuring access to between 100 and 120 practical resources to aid numeracy and literacy activities in the foundation phase.
- 368 Meetings held with youth leaders aimed at capacitating them.
- e-Learning platform for educators zero-rated for data usage.





# Key learnings in e-Learning

Champion Educators were introduced in FY2022 for e-Learning; to drive educators' use of e-Learning in the absence of EduRise facilitators. The e-Learning programme is a blended training approach that seeks to capacitate educators in English, maths and natural sciences. It involves a series of online baseline teacher and learner assessments as well as tutorials. e-Learning Champion Educators generally improved participation of educators on the e-Learning platform and improved schools' sense of ownership of the programme. This is key to sustaining e-Learning post-implementation, in the sustainability phase when schools will run programmes independently. The e-Learning platform also managed to attract zero-rated data, which led to an increase in the activity of educators on the platform. This indicated that the cost of data had previously affected their ability to access content.

**1 394**

Educators signed up



**150-200**

Educators log in  
each week

**36**

Minutes average  
per session

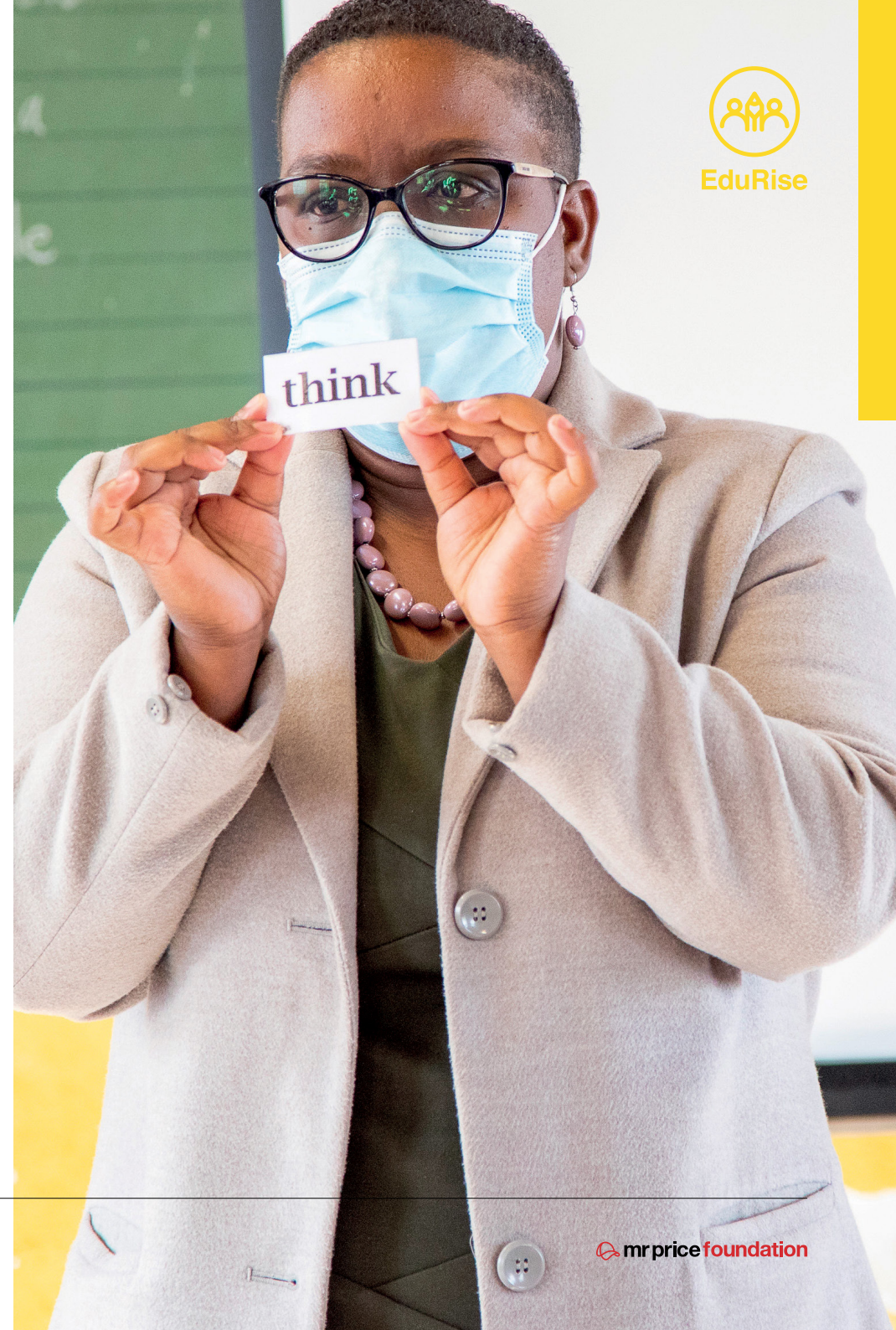


**277 385**

Minutes spent on  
e-Learning



EduRise



# Our impact in FY2022



EduRise



**484**

Natural Sciences  
and Technology  
educators impacted



**272**

Workshops held  
with educators



**789**

School governing  
body members  
reached



**1 007**

Mathematics  
educators impacted



**422**

School  
management team  
members assisted



**3 515**

Educators impacted



**63 927**

Learners impacted



**808**

Life Orientation  
educators impacted



**1 012**

English First Additional  
Language educators  
impacted



**98**

Schools impacted



# Investing in *our future*

Our approach to addressing education needs is to capacitate schools by upskilling educators and school management.

Given that the foundation for successful education is formed in a child's early years, and that early learning deficits are costly to correct in later years, we focus on primary schools in underserved communities.

It is deeply concerning that an estimated 78% of Grade 4 children in South Africa are unable to read for meaning in any language; and 63% of Grade 5 children cannot add and subtract whole numbers.

COVID-19 has added to this learning deficit. COVID-19 mitigation measures in schools, such as school closures and rotational timetables, resulted in a learning loss of between 70% and one full year for primary school learners between March 2020 and June 2021.

These losses may lead to an increase in the high school dropout rate when these children reach grades 10, 11 and 12. There is also a direct link between quality of education and economic opportunities post schooling.

It's essential that we set the basic learning blocks in place so that all South African children, regardless of their background, have an equal opportunity to complete a quality education and unlock economic opportunities.





# Testimonials

“EduRise has helped me because I am usually quite shy but I am doing debating this year – and I need courage to be on the debating team! We also do dancing which is really fun. It helps us exercise and stretch our legs. After we come back from the playground we love to speak about it and we try to do it on the playground and in class. It helps us concentrate in class, especially in maths or technology.”

*Ayanda*

Learner, Redcliff Primary School  
Grade 7, Verulam, KwaZulu-Natal

“EduRise has helped learners and educators a lot. The programme helped us as educators to identify that learners have different talents like dancing. Learners have learnt to speak up if they are being harassed or bullied. They are growing with their subjects and are able to participate in class. It makes me very happy to see a child grow because I realise that I’m doing a good job. I’m making a difference!”

*Nobuhle Gumbi*

Educator, Redcliff Primary School  
Verulam, KwaZulu-Natal





# Testimonials

“EduRise creates environmental awareness and gives learners knowledge and responsibilities. Our school environment is clean and learners are applying the 3Rs: recycle, reuse and reduce.”

*Fusi Makara*

Educator, Namoha Primary School  
Free State

“One of the things I appreciate most about EduRise is that programme activities are aligned with CAPS, such as physical activities and practical knowledge of nature. The programme facilitators are engaged and the activities ensure that learners learn in enjoyable ways.”

*Maria Mpele*

Educator, Lepanya Primary School  
Free State



EduRise



# Looking *ahead*

The growing education gap between rich and poor in South Africa, particularly at foundation levels, reconfirms our focus on education. Research shows that the formative years of a child's education are the most important. This is where crucial learning blocks of reading and numeracy are developed.

With this in mind, EduRise will be adjusting its course to steer more closely towards early childhood development (ECD).

- EduRise will join like-minded organisations to become a more vocal advocate to influence government spending, particularly around ECD, to ensure children are able to attend ECD and all five-year-olds are ready to thrive at school.
- EduRise will seek to improve reading for meaning and maths literacy for three- to nine-year-olds by empowering educators.
- We will continue to support ECD feeder centres into EduRise schools. Greater emphasis will be made on ensuring ECD centres are capacitated to ensure school readiness assessments.





# Spotlight on QwaQwa

Young learners in QwaQwa, a beautiful but remote area of the Free State, face many daily hardships and struggles. This includes getting transport to school, accessing data and IT infrastructure, and purchasing stationery and school uniforms.

However, 20 schools in QwaQwa are pleased to benefit from the full suite of EduRise activities. This gives them access to creative arts, Eco-Schools, leadership and management, e-learning in maths and natural science, and physical education.

The Eco-Schools programme leads schools towards environmental sustainability, with a focus on health and wellbeing, waste management and biodiversity loss, and a food garden project to supplement school nutrition programmes with fresh vegetables.

The vegetable gardens are flourishing – with 360kg of vegetables harvested from 20 sustainable gardens. Some gardens are so productive that schools are able to generate ‘green income’ through the sale of fresh produce. Sekgothadi Primary School used a portion of their potato crop in 2022 to start a French fry business – and uses the income for school trips and other needs.

Young learners at schools in QwaQwa were also excited to receive brand new back-to-school uniforms kindly donated by Mr Price Apparel.

We thank all our partners for bringing quality learning opportunities – and new school uniforms – to children in this rural pocket of South Africa.





# Looking *back*

For the first six years of our life, Mr Price Foundation tested programmes that addressed the national priority areas of education and youth development. From 2011, we streamlined and updated our programmes as we scaled up, using external research to ensure we achieve maximum impact for our beneficiaries and partners. **This process of evolution continues.**

## 2007

JumpStart Entry Level Retail Programme begins in Johannesburg, Durban and Cape Town (now Retail Frontline Programme)

## 2010

The foundation joins the Soccer World Cup national safety campaign. Stores of Mr Price Group divisions become designated safe places for lost children

## 2013

JumpStart Production and Pre-Production Programmes begin, working closely with local manufacturers

## 2017

Social return on investment study concluded JumpStart Production Programme generated R6.50 of value for every R1 invested; while JumpStart Pre-Production Programme generated R5 for every R1 invested

## 2009

The foundation signs a Memorandum of Understanding with National Department of Basic Education for physical education (PE) to be part of school curriculums. PE manuals are printed for all nine provinces

## 2012

National Treasury awards the foundation a R3.5 million grant for JumpStart to place 3 600 unemployed youth into jobs. The actual job placements is 4600

## 2014

Comparative analysis of ANA performance shows the five foundation-supported schools in KwaDukuza performed better in maths and EFAL than the national and provincial averages

## 2019

JumpStart Retail Frontline Programme endorsed by African Union



# Looking *forward*

**We understand that times are tough but we endeavour to continue to add hope and unlock opportunities for tomorrow.**

We will look for ways to exponentially create more opportunities for our youth by:

- Continually growing our JumpStart programmes.
- Extending our HandPicked programme into more communities.
- Testing and piloting new initiatives for youth to connect to economic opportunities.

We seek to improve quality education in early childhood development (ECD) (3-9 years) by:

- Refocusing EduRise to address critical areas of literacy and numeracy.
- Joining like-minded organisations to influence public investment in ECD.

We will continue to:

- Build strong strategic partnerships.
- Maintain and grow programme delivery.





# Finance report

The following summarised financial information has been extracted from the financial statements of Mr Price Foundation NPC.



Skills Development  
**R17.1m**



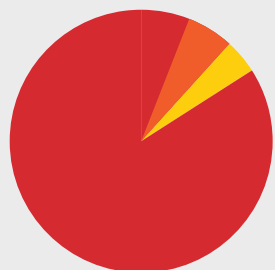
Education  
**R12.5m**



**100%**  
of public donations go  
to programmes

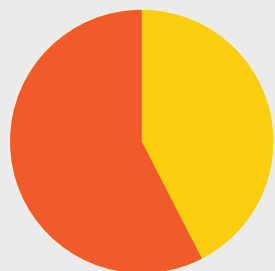


## Breakdown of Mr Price Foundation Expenditure



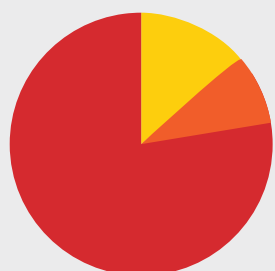
- **5.7%**  
Admin Expenses
- **7.2%**  
Fundraising
- **87.1%**  
Project Costs

## Breakdown of Project Costs



- **42.2%**  
Education
- **57.8%**  
Skills Development

## Breakdown of Revenue



- **12.3%**  
Fundraising
- **7.3%**  
Employer Partner
- **80.4%**  
Mr Price Group

# Statement of *financial position*

For the year ended 2 April 2022

Figures in Rands

	2022 R	2021 R
<b>Assets</b>		
<b>Non-current assets</b>	2 199 648	3 293 792
Property, plant and equipment	337 372	431 432
Intangible assets	1 113 390	1 815 802
Right-of-use assets	748 886	1 046 558
<b>Current assets</b>	25 973 965	18 557 890
Other receivables	3 640 231	2 929 674
Prepayments	215 137	249 720
Cash and cash equivalents	22 118 597	15 378 496
<b>Total Assets</b>	<b>28 173 613</b>	<b>21 851 682</b>
<hr style="border-top: 1px dashed black;"/>		
<b>Equity &amp; Liabilities</b>		
<b>Equity</b>		
Accumulated funds	24 838 204	18 185 978
<b>Non-Current liabilities</b>		
Lease liability	683 090	839 698
<b>Current liabilities</b>		
Trade payables and other payables	2 652 319	2 826 006
Leave pay and incentive accruals	2 281 017	2 258 429
Current portion of lease liability	200 529	294 779
	170 773	272 799
<b>Total equity and liabilities</b>	<b>28 173 613</b>	<b>21 851 682</b>



# Statement of comprehensive income and accumulated funds

For the year ended 2 April 2022

Figures in Rands	2022 R	2021 R
<b>Revenue</b>	40 710 086	30 299 123
<b>Expenditure</b>	34 590 153	28 544 658
Project expenditure	28 745 784	23 479 240
Administrative expenditure	5 844 369	5 065 418
<b>Profit / loss before net finance income</b>	6 119 933	1 754 465
Finance costs	(56 813)	(85 326)
Finance income	589 106	352 956
<b>Surplus for the period</b>	6 652 226	2 022 095
Accumulated surplus at the beginning of the period	18 185 978	16 163 883
<b>Accumulated surplus at the end of the period</b>	<b>24 838 204</b>	<b>18 185 978</b>

# Statement of changes in equity

For the year ended 2 April 2022

Figures in Rands	2022 R
<b>Balance at 1 April 2020</b>	16 163 883
Total comprehensive income	2 022 095
Surplus for the year	2 022 095
Other comprehensive income	-
<b>Balance at 1 April 2021</b>	18 185 978
Total comprehensive income	6 652 226
Surplus for the year	6 652 226
Other comprehensive income	-
<b>Balance at 2 April 2022</b>	<b>24 838 204</b>



# Statement of *cash flows*

For the year ended 2 April 2022

Figures in Rands	2022 R	2021 R
<b>Cash flows from operating activities</b>	7 395 430	4 521 431
Cash generated from operations	6 806 324	4 168 475
Finance income	589 106	352 956
<b>Cash outflows from investing activities</b>	(339 884)	(351 121)
Additions to property, plant and equipment	(30 703)	-
Additions to intangible assets	(309 181)	(351 121)
<b>Cash outflows from financing activities</b>	(315 446)	(304 281)
Repayment of lease liability	(315 446)	(304 281)
<b>Net increase in cash and cash equivalents</b>	6 740 100	3 866 029
Cash and cash equivalents at the beginning of the year	15 378 497	11 512 468
<b>Accumulated surplus at the end of the period</b>	<b>22 118 597</b>	<b>15 378 497</b>





# Commitment statement

Mr Price Foundation subscribes to sound values of good corporate governance and supports, where applicable, the principles and practices of the King Code of Governance for South Africa 2017 (King IV™).

# Sound governance

Mr Price Foundation is a registered non-profit and public benefit organisation.  
NPO number: 053-536-NPO  
PBO number: 930023271





# How we *stacked up* in FY2022



**THE GLOBAL GOALS**  
For Sustainable Development

Everything we do, we do with the aim of breaking the cycle of poverty and inequality. Our programmes align with a number of the United Nations' 17 Sustainable Development Goals. This is an ambitious plan to better protect our planet and to preserve and create opportunities for all people to live in dignity and prosperity.

## Improving food security, health and economic growth

**4 300** seedlings  
**1 040** growing pots  
**24** interns

**242kg** crops produced at HandPicked hubs in Durban and Hammarisdale  
**360kg** crops produced at EduRise sustainable school gardens

## Providing holistic, quality education

**63 927** learners  
**272** educator workshops

**98** primary schools  
**3 515** educators equipped

## Empowering girls and women

**75%** of HandPicked interns are female  
**82%** of EduRise educators are female

**82%** of JumpStart youth are female

## Developing skills for meaningful employment

**304** JumpStart training sessions

**6 149** youth benefitted with a 50% employment rate





# *Funding*

## **Our funding model**

Mr Price Foundation was established in 2005 as an NPO which allows us to operate and govern as an independent organisation rather than a traditional corporate charity. Our standing as a NPO enables our funding from Mr Price Group to be supplemented by the group's associates and customers, other partners, and the general public through donations and fundraising activities. We use our best discretion to invest resources to make a positive impact on the lives of beneficiaries. Our diverse and sustainable funding model, strong governance and financial controls ensure we never compromise our impact.



## *Achieve your* **B-BBEE points**

As a Level 1 broad-based black economic employment service provider, we assist companies with their B-BBEE goals and help them achieve points on their B-BBEE scorecard under the socio-economic development element. We assist 99% black beneficiaries through our youth empowerment programmes. By dealing with a Level 1 company, you may spend less but claim more against your preferential procurement. Donations to Mr Price Foundation are tax deductible with Section 18A certificates being issued.

## **Coffee with a kick**

We brew a lot of good through our ethically-sourced coffee brand, Foundation Coffee. R1 from every coffee sold at Mr Price Group's support centre goes to foundation programmes – helping us build a sustainable funding model. The foundation also supported our resident barista, Fikile Khuzwayo, in setting up her own coffee enterprise. Fiks was nominated for three categories in the 2021 *The Coffee Magazine* awards. We are proud to support Fiks on her coffee journey, and thank her for supporting ours.



# The JumpStart Challenge

Our biggest fundraiser is the annual JumpStart Challenge. The 2022 Challenge was our inaugural 'hybrid' event – offering physical and virtual options to run, walk or cycle from 12 - 20 March.

The big physical event at Holla Trails in Ballito was an awesome morning under blue skies. It was followed by a virtual week; and at the close of the Challenge we had raised over R600 000. This handsome sum will jumpstart the lives of 240 youth with retail skills training.

Mr Price Sport's marketing team added great value to the physical event by providing refreshment stations and marketing material; while the SPAR Group, Absa Bank, Finline Technologies and City Logistics took the leap with generous support. A special thank you also goes to Expandesign, CMH Ballito, Garmin and Easy2Access.

We thank all our partners and participants for bringing this event to life – and for bringing hope and learning to youth.

*The JumpStart Challenge was featured on the Toyota Cadence cycling show on DSTV.*





# Embracing the Challenge

The JumpStart Challenge attracted almost 700 entries – and 315 of those were associates from Mr Price Group’s trading divisions. It was wonderful to see partnership and teamwork in action! Miladys put their own stamp on the event by holding a challenge on the Durban beachfront on 18 March. With the sun shining bright – and smiles even brighter – 74 Miladys participants ran or walked to help youth break the cycle of poverty and inequality. The group’s Technology team also stepped up to the Challenge with 51 entries; while Mr Price Apparel and Yuppiechef showed their group spirit with 29 and 28 entries respectively. Mr Price Sport jumped behind the Challenge with incredible marketing support and backed this up with 40 entries. We thank all our divisions for embracing the Challenge. Together, we do good!





# Your gift to *our* youth

Do you want to be part of our plan to re-energise South Africa with skills and education?

All funds donated to Mr Price Foundation go directly to our youth development and education programmes.

Since 2005, Mr Price Foundation has empowered thousands of young South Africans to break the cycle of poverty and inequality.

With you by our side, we will continue on our mission to assist children and youth as they journey from school into careers.

**Mr Price Foundation is a Level 1 B-BBEE public benefit organisation (PBO).**

**Donations are tax deductible with Section 18A certificates being issued.**







# Donate

## Zapper QR code

Scan the Zapper QR code and enter an amount.



## OZOW QR code

Scan the OZOW QR code and enter an amount.



## EFT

To donate by EFT, please use the following South African banking details:

**Name:** MRP Foundation

**Bank:** ABSA

**Branch:** Kingsmead

**Account No:** 4075526746

**Code:** 632005

**Swift code:** ABSAZAJJ

**Ref:** Donate [your name or company name]



*Thank you* for  
**your support!**

 **mr price foundation**