

(2) mr price foundation

The 2024 financial year was a rollercoaster ride, filled with the thrills of the highs and the challenges of the lows. But through it all, we remained focused in our efforts to ensure that no young person is left behind, especially in marginalised communities.

It's thanks to the outstanding support of our partners, volunteers and supporters that we could rise to the challenges and make a meaningful impact on youth empowerment in the reporting period.



INVESTMENT IMPACT



R24.2m



R8.7m



R4.6m

PROGRAMME HIGHLIGHTS

JumpStart



7 252 Unemployed youth upskilled



90% Employed at Mr Price Group, SPAR and other employers



6 571 Employed (impacting 32 745 people)



100% Employment JumpStart Professional Retail Programme



UpLift



154 Entrepreneurs



R1.3m Revenue generated



04Incubation hubs



New MSMEs



NPOs, impacting

EduRise



25 214 Learners given a brighter start



62Educators impacted



Lower socio economic schools impacted



156 School Management Teams upskilled



5322 Beneficiaries

MARKETING & COMMS



New fundraising campaign

Hope4Youth launched



Expanding our reach

55 000+ Facebook followers



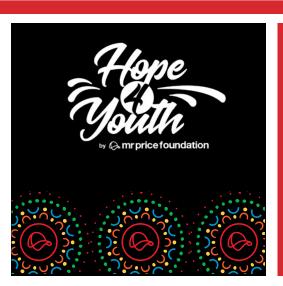
Sunday Times GenNext Award

Recognised as a finalist for the 'Coolest Campaign' targeted at youth in 2023



31 soccer teams & R50 000 prizes

Mr Price Foundation Cup



OUTLOOK

The scope of youth unemployment in South Africa requires us to grow our programmes significantly. Our new Executive Director Octavius Phukubye will greatly assist us to scale our impact. We thank all our partners for supporting us to amplify our reach and impact more communities and more youth facing unemployment.