

# ANNUAL INTEGRATED REPORT

 mr price foundation

# FY2024

2 April 2023 to 30 March 2024

# CONTENTS

## Unlocking tomorrow's potential

Youth development is our passion. It's the foundation for a brighter social and economic future for South Africa.

We're on a mission to create employment opportunities for youth through our skills development, entrepreneurship development and education development programmes.

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

04		WHO WE ARE	29		UPLIFT
06		OUR TIMELINE	36		HANDPICKED
09		CHAIRMAN'S MESSAGE	39		EDURISE
11		KAREN'S MESSAGE	47		MARKETING & COMMUNICATIONS
12		MAKING A SUSTAINABLE IMPACT	53		FINANCIAL REPORT
15		OUR KEY PROGRAMMES	58		YOU'VE GOT THE POWER
18		JUMPSTART	59		PARTNER WITH US



# WHO WE ARE



Mr Price Foundation is committed to tackling the greatest needs facing South Africa's youngest generations.

Our children and youth live with some of the highest rates of poverty, inequality and unemployment in the world.

We were established in 2005 to address the national development priorities of youth unemployment and improving access to quality education.

We are the only independently registered non-profit organisation driving skills development at national, regional and community levels for entrepreneurial and employment opportunities in the retail value chain, while also providing interventions in education in Foundation Phase.

We are passionate about youth development as a pillar for socio-economic development impact in South Africa.

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 co-create programmes to unlock tomorrow's potential and effect lasting change.

# OUR TIMELINE

For the first six years of our journey, 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 achieved maximum impact for our beneficiaries and partners. This process of evolution continues.



## 2005

### REDCAP FOUNDATION

The RedCap Foundation is formed by Mr Price Group to inspire tomorrow's heroes and tackle national challenges in education, health and unemployment; impacting children and youth from low-income communities.

### YOUNG HEROES

The EduRise Young Heroes Programme is created to encourage primary school learners from low-income communities to develop a healthy and active lifestyle.

## 2009

### PE INTRODUCED

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

## 2012

### R3.5M GRANT AWARDED

National Treasury awards the Foundation a R3.5 million grant to JumpStart to place 3 600 unemployed youth into jobs. The actual job placements are 4 600.

## 2014

### REBRANDED TO MRP FOUNDATION

The RedCap Foundation is rebranded to MRP Foundation, retaining its heart to inspire tomorrow's heroes.

### ANA RESULTS

Comparative analysis of the Annual National Assessments shows the five Foundation-supported schools in KwaDukuza performed better in maths and English First Additional Language than the national and provincial averages.

## 2016

### ROI STUDY

Social return on investment (ROI) study concludes the JumpStart Production Programme generates R6.50 of value for every R1 invested; while JumpStart Pre-Production Programme generates R5 for every R1 invested.

## 2020

### REBRANDED TO MR PRICE FOUNDATION

In April 2020, during Level 5 lockdown, Mr Price Group rebrands MRP to the original beloved Mr Price. In line with this, MRP Foundation is rebranded to Mr Price Foundation.

### HANDPICKED LAUNCHED

HandPicked is launched in late 2020 during the Covid-19 pandemic to generate economic opportunities and boost agricultural entrepreneurship through small business development.

## 2023

### UPLIFT TAKES OFF

UpLift is launched to promote entrepreneurship and support small businesses by connecting aspiring youth to entrepreneurial opportunities.

### SOCCER EVENT KICKS OFF

Mr Price Foundation Cup, a soccer event for Mr Price Group associates and suppliers, is launched to raise awareness and funding.

## 2007

### JUMPSTART BEGINS

The JumpStart Entry Level Retail Programme is introduced in Johannesburg, Durban and Cape Town (now the JumpStart Retail Frontline Programme).

## 2010

### RIDE FOR REDCAP COMMENCES

This gruelling 640km charity cycling ride from Johannesburg to Durban is put in motion by Mr Price Cycle Club members Kelvin du Sart, Craig Jones, Ryan Ambler-Smith and Graham Daniel.

## 2013

### NEW JUMPSTART PROGRAMMES

JumpStart introduces two new programmes, the JumpStart Production and Pre-Production Programmes, working closely with local manufacturers.

## 2019

### AU ENDORSEMENT

The African Union's (AU's) New Partnership for Africa's Development recognises the JumpStart Retail Frontline Programme as 'good practice' for skills development and youth employment in Africa.

## 2022

### JUMPSTART CHALLENGE CREATED

The JumpStart Challenge is created to raise awareness and funding for JumpStart skills development programmes.

## 2024

### NEW ERA FOR EDURISE

The EduRise programme enters a new era, with a sharp focus on literacy and numeracy in Foundation Phase in Hammarsdale primary schools.

# OUR VALUES

## partnership



## FOUNDED BY MR PRICE GROUP, WE SHARE THE GROUP'S DNA AND VALUES.



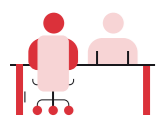
### Fuelled by Passion

Our passion is driven by compassion for youth and belief in their potential.



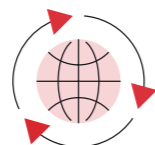
### Creating Value

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.

# CHAIRMAN'S MESSAGE

If there's ever any doubt about the sheer potential that South Africa possesses, look no further than the Springbok rugby team. In the face of incredible pressure, the Springboks emerged as back-to-back winners of the Rugby World Cup 2023.

The pressure is also mounting on South Africa to rise in the face of a multitude of socio-economic challenges. The 2024 financial year was characterised by weak economic growth, high levels of poverty, power cuts and a significant rise in extreme weather events. In the labour market, the total number of unemployed youth increased to 4.9 million or 45.5% in the first quarter of 2024.\*

There is no magic pill for these challenges. If we want to see change, we need to be change. At Mr Price Foundation, as a youth development organisation, that means investing in education, youth skills development and entrepreneurial growth. Without growth, we cannot create jobs or enable a sustainable cycle where businesses can grow and create further jobs.

To help usher in a new period of growth, we are pleased to welcome impact investment strategist Octavius Phukubye as the new Executive Director of Mr Price Foundation. Octavius joined the Foundation in February 2024 and is looking to collaborate and build partnerships to scale impact and strategically expand the reach of the Foundation's programmes to empower even more young South Africans.

I thank our greater Mr Price Foundation family for joining hearts and hands with us to unlock the potential of children and youth. Much like our 'Bokke', we all need to embody the power of partnership, passion and value. When these values come together, as they do at Mr Price Foundation, the sky is the limit.

### Mark Blair

Mr Price Foundation Board Chairman

\* Stats SA Quarterly Labour Force Survey Q1: 2024



“ THERE IS NO MAGIC  
PILL FOR THESE  
CHALLENGES.  
IF WE WANT TO  
SEE CHANGE, WE  
NEED TO BE CHANGE.”

# OUR TEAM



Meet our team (from left to right): Pierre Tostee, David Churchman, Sipelele Ngesi, Zizo Mambumba, Octavius Phukubye, Karen Wells, Nondumiso Khuzwayo, Raven Maharaj, Siyabonga Gwala, Pain Mashingaidze, Kaelin Pillay and Yurissa Sawers.

## BOARD MEMBERS

**Mark Blair**  
Mr Price Group CEO  
Mr Price Foundation Board Chairman

**Natasja Ambrosio**  
Mr Price Group Sustainability Director  
Mr Price Foundation Board Director

**Mondli Mchunu**  
Mr Price Group Employee Relations and Transformation Director  
Mr Price Foundation Board Director

## TEAM MEMBERS

**Octavius Phukubye**  
Mr Price Foundation Executive Director

**Karen Wells**  
Head of Mr Price Foundation

**David Churchman**  
Financial Manager  
UpLift and HandPicked Programme Manager

**Pain Mashingaidze**  
EduRise Programme Manager

**Yurissa Sawers**  
JumpStart Programme Manager

**Pierre Tostee**  
Head of Communications

# KAREN'S MESSAGE

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

As a youth development organisation, the dips are inextricably linked with persistent structural issues in the economy, such as youth unemployment and unequal access to quality education.

With youth unemployment forecast to grow by 1% per annum, many young people are losing hope. This just makes us more determined to find sustainable ways to empower youth.

In FY2024, our JumpStart Retail Frontline Programme achieved a 91% placement rate. This high conversion rate to employment is what sets JumpStart apart from other work experience initiatives and certainly counts as one of the highs of the year.

We understand that we cannot rely only on the formal job market to supply job opportunities for youth. This is why we continued to develop our UpLift and HandPicked programmes, to create ecosystems to support aspiring youth entrepreneurs within their local communities, enabling them to secure employment or start their own small businesses and break the cycle of unemployment.

In other highs, we were pleased to receive independent affirmation of the value of our programmes. The SPAR Group, which is one of our key JumpStart employer partners, referenced JumpStart as one of the most impactful initiatives in *Business Day's* "Empowerment" supplement, and we were ranked as a Top 10 finalist in the Sunday Times GenNext Coolest Campaign Targeted at Youth 2023 category.

The scope of youth unemployment in South Africa requires us to grow our programmes significantly. This is why we are pleased to welcome Octavius Phukubye as our new Executive Director. His experience and expertise will greatly assist us to scale our impact and meaningfully address youth unemployment in South Africa.

It is thanks to our ongoing strategic partnerships with businesses, government agencies and other NGOs as well as the support of every donor, volunteer and supporter that we can rise to the challenges. Thank you all for collaborating with us and amplifying our efforts to reach more communities and support more young people facing unemployment.



**KAREN WELLS**  
Head of Mr Price Foundation



**“ WE REMAIN FOCUSED IN OUR EFFORTS TO ENSURE THAT NO YOUNG PERSON IS LEFT BEHIND. ”**

# MAKING A SUSTAINABLE IMPACT

Everything we do, we do with the aim of breaking the cycle of poverty and inequality.

Our programmes align with a number of goals of South Africa's National Development Plan and the United Nations' Sustainable Development Goals.

With quality education and youth development as our anchor, we co-create programmes to create opportunities for youth, with employment or entrepreneurship as the ultimate goal.

In the current economic climate, where the formal labour market is unable to create sufficient jobs to absorb the workforce, we continued to explore and test new entrepreneurial initiatives in FY2024.

While our purpose is to unlock tomorrow's potential and connect youth to income opportunities, education is the root cause of poor skills. That's why we also focus on education, particularly in Foundation Phase.



# HOW WE STACKED UP IN FY2024

Our programmes align with a number of the United Nations' 17 Sustainable Development Goals (SDGs). This is an ambitious plan to better protect our planet and preserve and create opportunities for all people to live in dignity and prosperity. The primary goals which we aim to impact directly are 1, 2, 3, 4, 8 and 10 while 5 is a secondary goal.



SDG	IMPACT OF MR PRICE FOUNDATION'S PROGRAMMES ON SDGS
<p>End poverty in all its forms everywhere.</p>	<p><b>25 214</b> learners from low-income communities directly benefitted from our EduRise programme. Quality education provides the opportunity for these learners to break the cycle of poverty and unemployment in their families and communities.</p> <p><b>7 252 unemployed youth</b> from low-income communities had direct access to job opportunities by participating in JumpStart, of whom <b>6 571</b> were employed by Mr Price Group, our employer partners, and other employers outside of our network. These young people are now able to provide for their families, directly impacting around <b>32 745 people</b> (calculated on a multiplier effect of <b>5:1</b>).</p> <p><b>154</b> entrepreneurs benefitted across four UpLift programmes, inclusive of HandPicked, with <b>10</b> new MSMEs established.</p>
<p>End hunger, achieve food security, improve nutrition and promote sustainable agriculture.</p>	<p><b>43</b> entrepreneurs and their families were directly impacted by HandPicked. The programme empowers our agripreneurs to provide food security and the potential to generate a higher average income than the minimum wage.</p>
<p>Ensure healthy lives and promote well-being for all at all ages.</p>	<p>Agripreneurs from HandPicked, and their families, have access to better nutrition through fresh produce, harvesting over <b>1 474</b> tons of fresh produce from our agrihubs.</p>
<p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.</p>	<p><b>25 214</b> learners received quality education at <b>40</b> schools supported by EduRise. EduRise provided interventions that supported over <b>62</b> educators through training, mentorship and peer collaboration.</p>
<p>Achieve gender equality and empower all women and girls.</p>	<p><b>79%</b> of JumpStart youth, <b>65%</b> of UpLift youth, <b>85%</b> of EduRise educators and <b>49%</b> of EduRise learners are female. Empowering girls and women in our education and skills development programmes is a secondary goal.</p>
<p>Promote sustained, inclusive and sustainable economic growth, full and productive employment, and decent work for all.</p>	<p>JumpStart developed the industry skills of <b>7 252</b> previously unemployed youth, of whom <b>6 571</b> were employed, while HandPicked entrepreneurs generated collective revenue of <b>R242 000</b>.</p>
<p>Reduce inequality within and among countries.</p>	<p>We prioritise interventions that benefit children and youth from previously disadvantaged and low-income communities.</p>

# OUR NATIONAL IMPACT

Mr Price Foundation was established in 2005 as an NPO to positively influence and actively support South Africa's national development priorities of youth unemployment and access to quality education. Our socio-economic programmes have formed a national, regional and community footprint.



## PROGRAMME KEY



# OUR KEY PROGRAMMES



## SKILLS DEVELOPMENT

Work-Readiness Opportunities



### JumpStart

Retail Value Chain

Skills development programmes empower youth to unlock employment opportunities in the retail and manufacturing value chain.

- Retail Frontline Programme
- Retail Sales Programme
- Retail Essentials Programme
- Warehousing Basics Programme
- Production Programme
- Professional Retail Programme
- Professional Manufacturing Programme



## ENTREPRENEURSHIP

MSMEs and Startup Development



### UpLift

Agriculture, Waste and Townships

Entrepreneurship development programmes support micro, small and medium enterprises (MSMEs) and business startups.

- HandPicked agriskills incubation
- Startup School online entrepreneurial skills training
- Grassroots MSME business support
- Wastepreneur incubation



## EDUCATION

Numeracy and Literacy Improvement



### EduRise

Primary Schools (Foundation Phase)

Education programme cultivates holistic environments for improved education outcomes in Foundation Phase (Grades R to 3)

- Leadership and management development
- Numeracy and literacy improvement
- Primary school educator development
- Parent and community involvement



# OUR PROGRAMME FLOWCHART

FOLLOW THE JOURNEY THROUGH OUR KEY INITIATIVES

## THEMES

### SKILLS DEVELOPMENT

### ENTREPRENEURSHIP

### EDUCATION

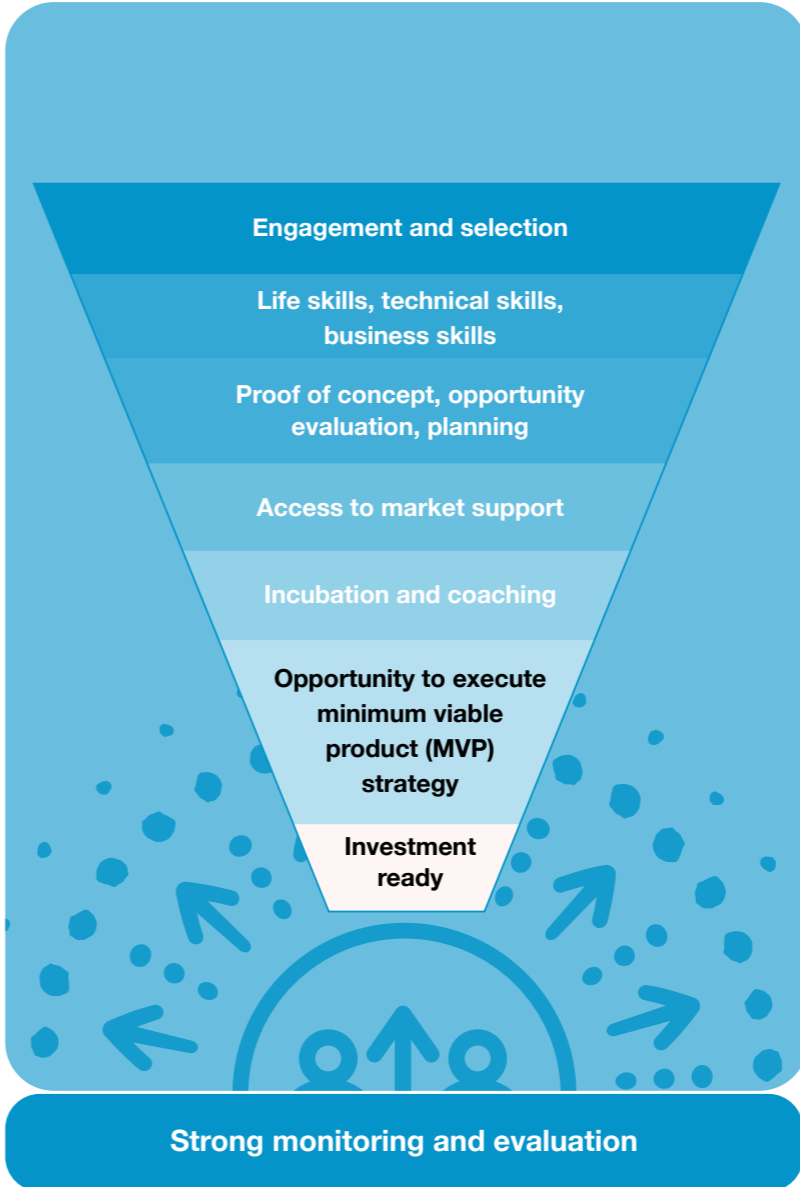
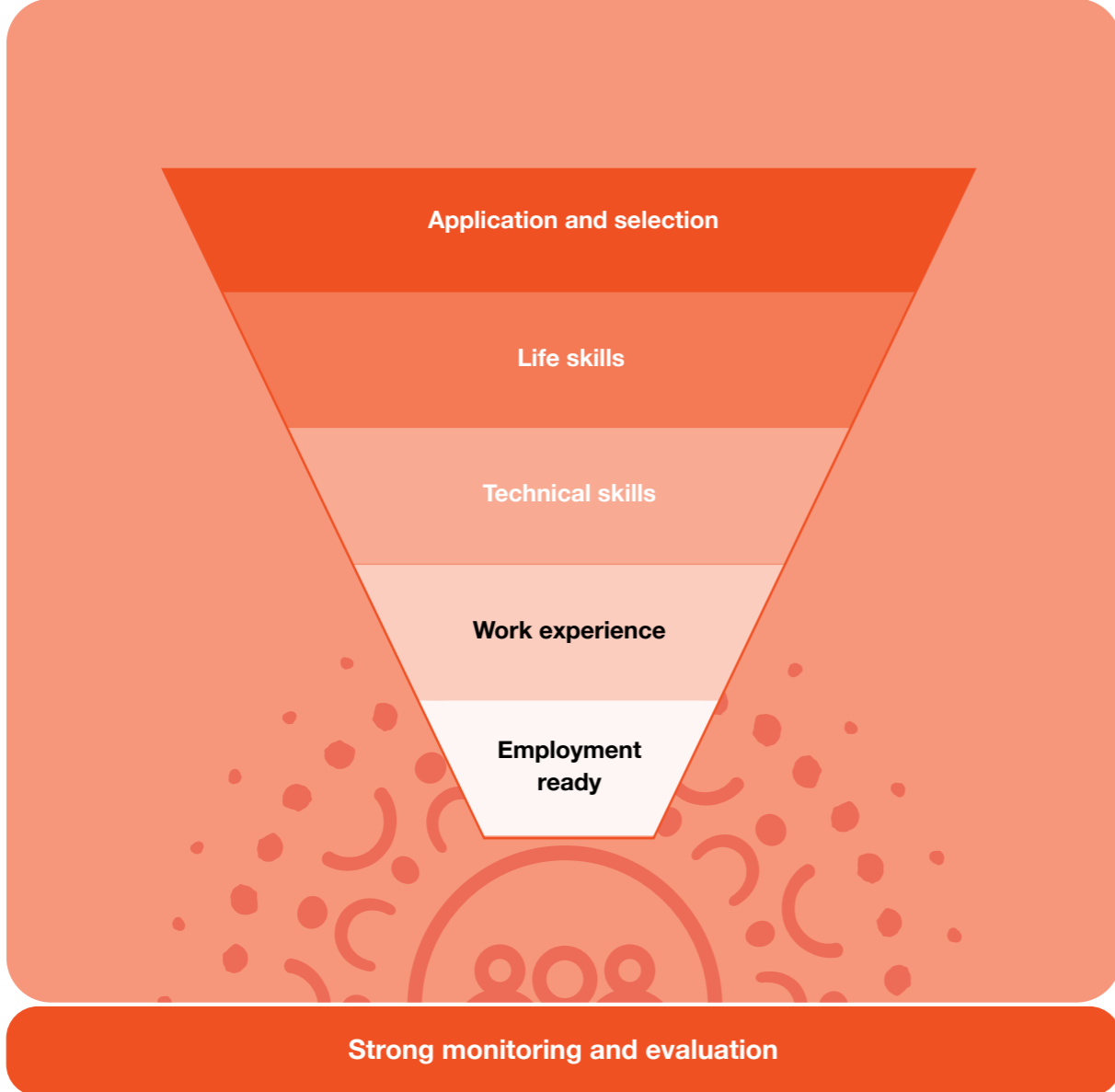
## OUR PROGRAMMES

**JumpStart**  
 Unlocks career potential and fast-tracks careers for unemployed youth through skills development and work experience in the retail and manufacturing value chain.

**UpLift**  
 Tackles youth unemployment and supports economic development for aspiring entrepreneurs in waste upcycling, agriculture and townships.

**EduRise**  
 EduRise supports lower socio-economic primary schools to cultivate holistic environments where learners and leaders thrive.

## PROGRAMME JOURNEY





# JumpStart

JumpStart work-readiness programmes develop the skills of unemployed youth and link them to career opportunities in the retail and supply chain sectors.

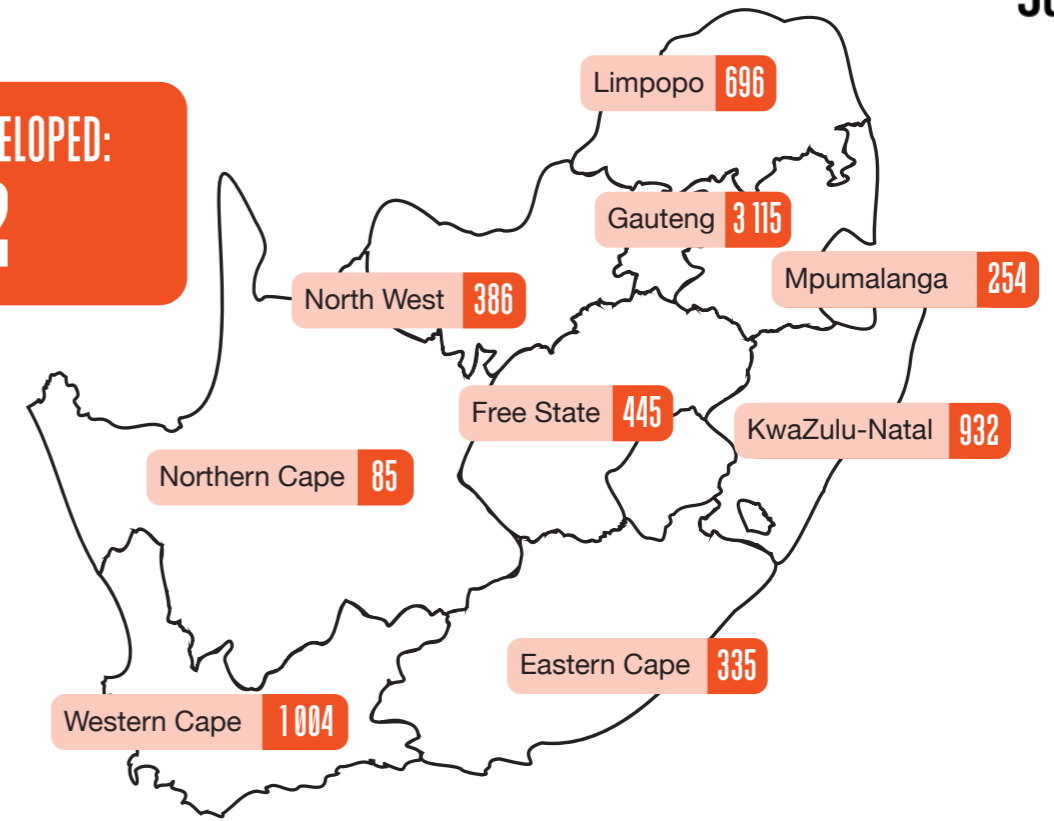
Programmes are designed in partnership with our valued employer partners and are demand-driven to ensure we match suitable candidates to industry needs.

<b>1</b> NO POVERTY	<b>2</b> ZERO HUNGER	<b>3</b> GOOD HEALTH AND WELL-BEING	<b>8</b> DECENT WORK AND ECONOMIC GROWTH
<b>1</b> ECONOMY & EMPLOYMENT	<b>4</b> INCLUSIVE RURAL ECONOMY	<b>7</b> EDUCATION & TRAINING	<b>10</b> SAFER COMMUNITIES
			<b>13</b> UNITING THE COUNTRY

## OUR FOOTPRINT IN FY2024

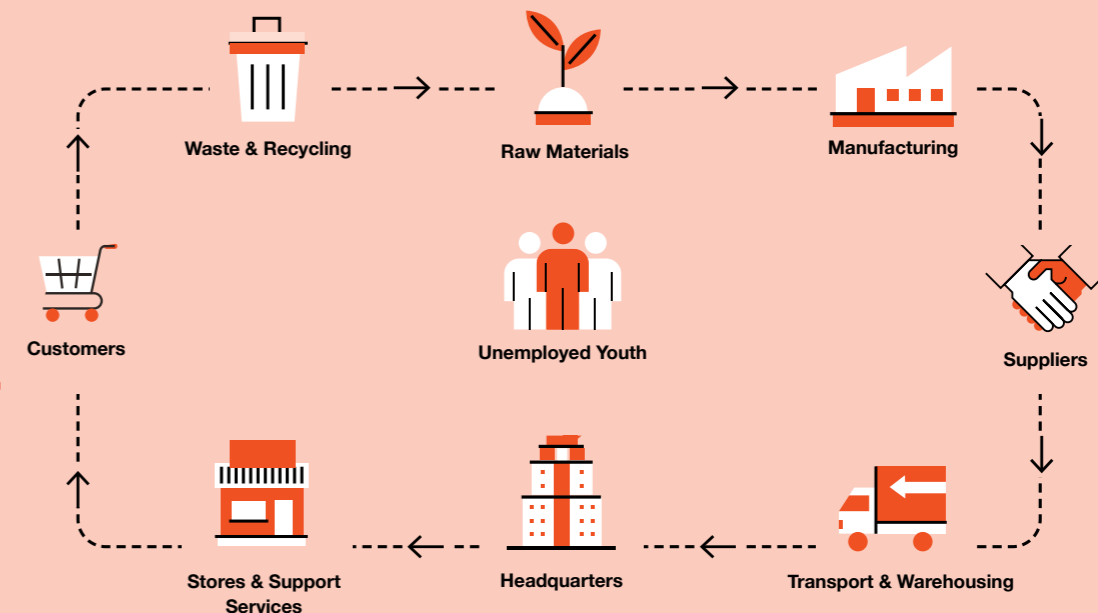


TOTAL YOUTH DEVELOPED:  
**7 252**



## OUR RETAIL VALUE CHAIN

JumpStart training programmes link candidates into the retail value chain and help create a circular economy, from Mr Price Group Support Centre to stores.



# TRAINING ON DEMAND

Youth unemployment in South Africa is at crisis levels. In the first quarter of 2024, the youth unemployment rate of 15- to 34-year-olds increased by 236 000 to 4.9 million (45.5%)\*.

This wealth of talent is the target of our JumpStart skills development programmes, which empower unemployed matriculants and tertiary graduates to become more employable post-training.

Our programmes are a blend of industry-specific theory, life skills, work readiness and experience, offering youth the opportunity to upskill themselves, at no cost, for their personal and professional development.

Then, through our extensive network of employer partners in the retail and manufacturing value chain, we connect JumpStarters with career opportunities.

JumpStart places material focus on matching supply to demand. Both the economy and candidates benefit when we are not just training for the sake of training, but when we are training according to industry demand, thus offering candidates greater prospects for employment.

\*Stats SA Quarterly Labour Force Survey (QLFS) – Q1: 2024



# BRIDGING THE GAP

The JumpStart skills development programme was initiated in FY2008 with just 100 youth developed and 38% employed.

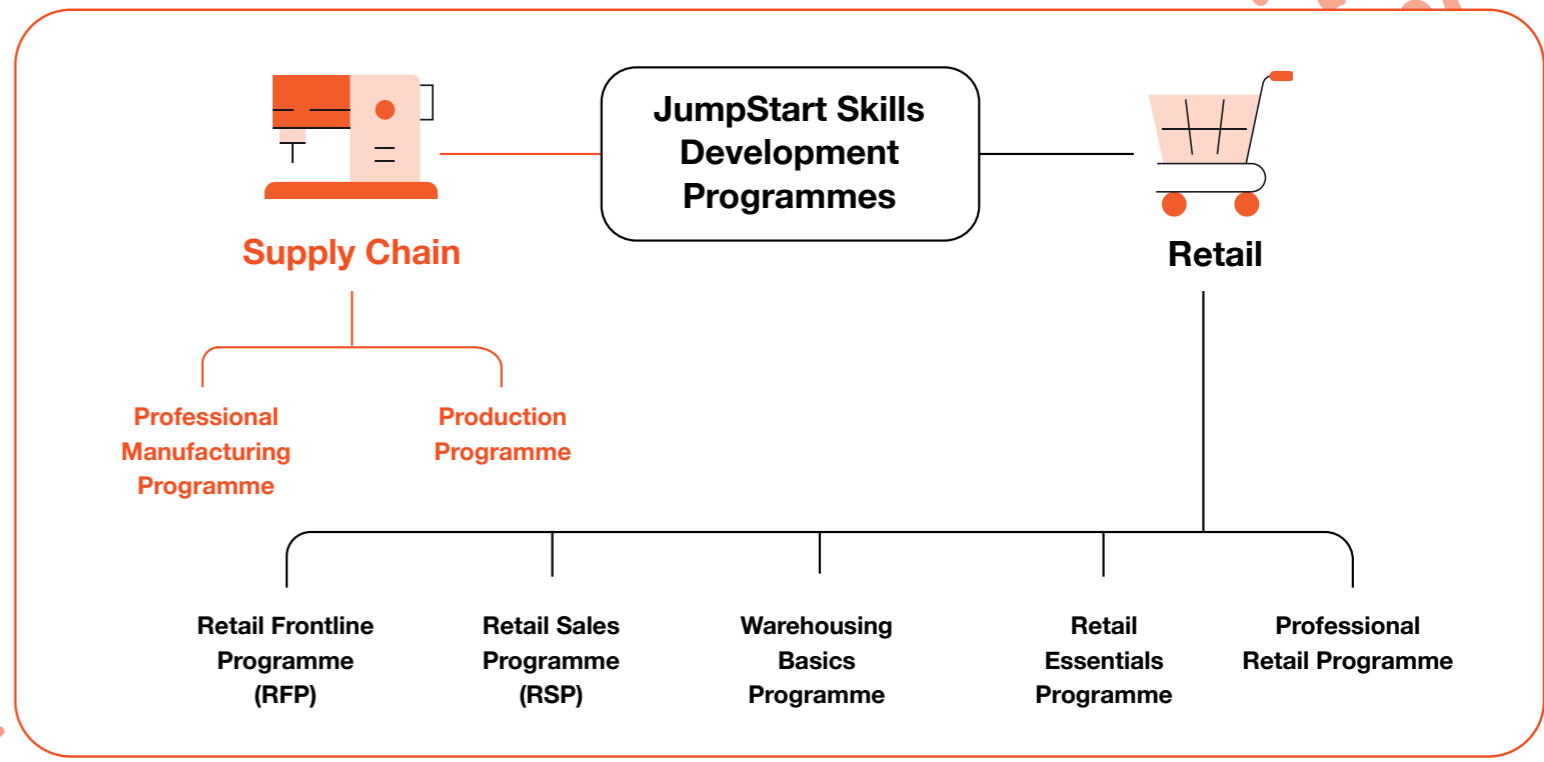
From these humble beginnings, it has expanded to 7 252 youth developed and 90% employed in FY2024.

JumpStart provides youth with targeted work-readiness training in sectors that feed into the retail value chain, bridging the gap between school or tertiary education and the working world and ensuring our youth are ready for work on day one.

Our programmes also give candidates an opportunity to discover if their hearts truly lie in the greater retail value chain.



## OUR PARTNERS:





# A PERFECT YEAR FOR THE PRP



2023 was a stellar year for the JumpStart Professional Retail Programme (PRP), with the Class of 2023 achieving a perfect 100% employment.

This is a milestone for our bespoke post-graduate programme. It's a testament to the concerted efforts of our students, our JumpStart team and our valued partners.

Results like these reassure us that our programmes are hitting the target. We work closely with our industry partners to understand their needs, so we can match demand to candidates who seek a career within these industries.

This is the seventh cohort of students to complete the PRP, which was launched in 2017. A nine-month graduate internship, it's delivered through a cloud-based learning platform and a combination of classroom, self-study and group project work, reinforced by five months of hands-on work experience in selected retail environments.

We thank our retail and supplier partners for opening their businesses to host students and impart knowledge, as well as our employer partners for connecting youth to income opportunities.

## LETTER FROM YURISSA

In FY2024 our JumpStart programme continued to focus on achieving a high conversion rate from training to employment. We set the bar high and chased a key target of 80% employment of candidates who completed the Retail Frontline Programme (RFP), our largest programme.

We overshot our target, achieving 91% employment with 4 331 RFP candidates employed in the third quarter of 2023 alone. This is a fantastic milestone, considering that 4 358 youth were developed by the RFP in FY2023 as a whole, with 88% employment.

This accomplishment was achieved through increased partner engagements and motivating our employer and strategic partners to adhere to existing and new, improved processes.

The launch of the Foundation-designed Candidate Request Form assisted in further entrenching JumpStart in stores and improving relations with our employer partners.

Additionally, the expansion of the JumpStart team allowed us to focus and maximise efforts to streamline how we monitor, track and encourage participation from our training and employer partners.

We understand the importance of data-driven decision making and by strengthening the JumpStart team to enable them to match suitable candidates with industry needs, we saw a direct correlation to our placement rate.

The high employment rate is also a result of our commitment to linking programmes to industry demand. Under a new partnership with Anglo American Platinum, we trained a number of candidates through the RFP in the first two quarters of FY2024. However, a strained economy impacted their placement at stores. In response, the team worked with our strategic partner to adjust training plans according to seasonal employment needs and introduced better measures to analyse and monitor training to align to employment timelines and areas of demand. These efforts culminated in a record-breaking employment rate.

We thank all our partners for their unwavering support in training and hiring unemployed youth. Together, we are unlocking a brighter future for youth.

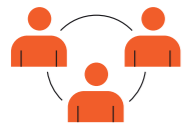


**YURISSA SAWERS**

JumpStart Programme Manager

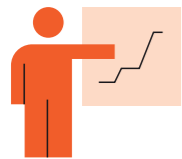


# OUR IMPACT IN FY2024



**7 252**

Youth developed



**376**

JumpStart training sessions



**R24.2m**

Invested in skills development



# KEY MILESTONES



## CANDIDATE REQUEST FORM

Introduction of a new and improved Candidate Request Form



## RETAIL FRONTLINE AND SALES PROGRAMMES

- 6 549 Youth employed in FY2024
- 4 331 Youth employed in FY2024 Q3 alone



## 100% EMPLOYMENT

JumpStart Professional Retail Programme



**90%**

Employment rate



**5 098**

(77%) Youth employed by Mr Price Group



**6 571**

Youth employed



**727**

Youth employed by external employer partners



**91%**

Retail Frontline Programme employment rate

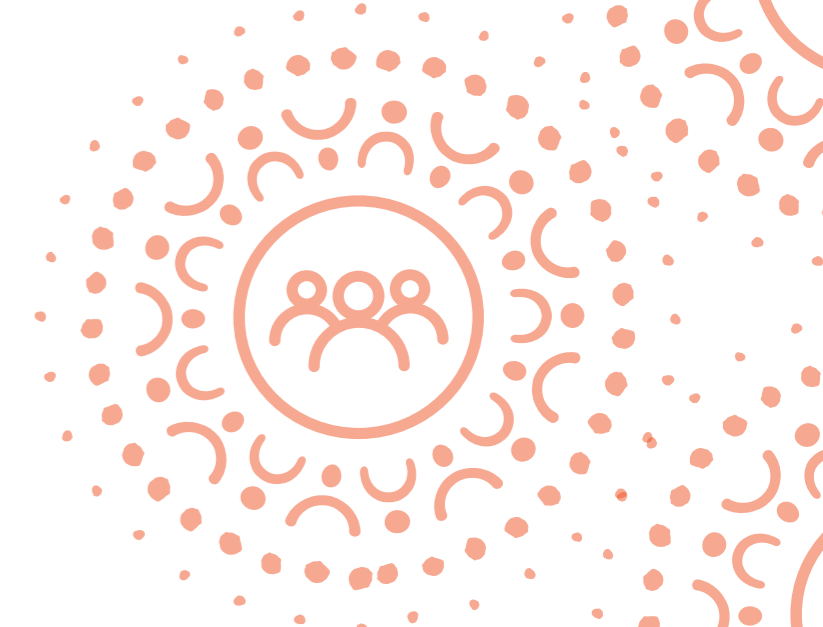


**746**

Youth employed outside JumpStart network

# KEY LEARNINGS

- No amount of correction can beat having proper monitoring and tracking in place from the start. The introduction of a JumpStart analytics team allowed us to sift through data and improve processes.
- Making time to craft and implement comprehensive new procedures allowed the JumpStart team to analyse and monitor employment requests and available candidates. The new Candidate Request Form allowed us to track requests for store hires and analyse the frequency of requests coming in. This improved process assisted in creating better efficiencies with store requests for JumpStart candidates and ensured that we not only met but exceeded our targeted conversion rate from training to employment.



# JUMPSTART GRADUATE TESTIMONIALS



The PRP presented me with the opportunity to nurture essential soft skills, including effective communication and how to develop a strong work ethic. This is crucial for successful teamwork in professional settings.

**Suhail Rajah**  
Bata Group Strategy Manager



I learnt new skills through JumpStart, some of which were quite difficult. I didn't know how to sew before, but now I can. I want to apply for a job where I will put these skills to good use. If I can get funding, I hope to buy my own machines, sew clothes and sell them, to support my children and to give back.

**Cebisile Ntshangase**  
JumpStart Production Programme 2023



The Professional Retail Programme has given us access to so many opportunities. To all the mothers out there, I now understand how long nine months is, as that is how long we have been birthing our careers.

**Andile Mkhwanazi**  
Professional Retail Programme 2023



It's through JumpStart that I am where I am today. If it wasn't for JumpStart giving me an opportunity to get work and gain experience, I don't know where I would be now, because it was and still is a struggle to find a job in our economy.

**Izerie Levember**  
Retail Frontline Programme  
Mr Price Sport Store Manager



JumpStart changed my life by exposing me to the different levels in retail.

**Welile Ndaba**  
RFP 2018, Professional Retail Programme 2021  
Mr Price Home Store Manager



*Cebisile Ntshangase, JumpStart Production Programme 2023*

# CELEBRATING THE POWER OF PARTNERSHIP

JumpStart training is demand-driven and ever-evolving. We work closely with our employer partners in retail and manufacturing to understand their needs and identify the type of candidates required. Then, working in communities close to demand, we train candidates who are a good fit. Post-training, they enter our talent pipeline, connecting our employer partners to work-ready talent that is primed to meet their needs.

Thanks to a new partnership with Anglo American Platinum, we were able to grow our JumpStart footprint significantly in the Limpopo area, from 33% in FY2023 to 61% in FY2024. We are also reaping the rewards of a new partnership with Power Fashion, which has become the largest employer of JumpStarters outside of Mr Price Apparel, Mr Price Home and SPAR.

We thank all our partners for their support and look forward to working together to unlock opportunities for more youth.



# PARTNER TESTIMONIALS



Our collaboration with Mr Price Foundation in supporting the JumpStart Retail Frontline Programme (RFP) has delivered demonstrable impact in changing the lives of youth in South Africa. In a country that suffers from a youth unemployment rate of nearly 46% – substantially above the national average of 32.9% – the results of this partnership since July 2023 show that it is possible to unlock economic benefit for youth by harnessing demand-driven, industry-led work readiness programmes.

We are comfortable that our investment in the delivery of life skills training and work experience opportunities through the RFP is resulting in real change within communities, as shown by the strong demand among youth for positions in the programme and more than 1 600 participants being placed in retail opportunities.

**George Maluleke**  
Anglo American Platinum  
Executive Head of Corporate Affairs and Sustainability



With the growth of Mr Price Sport, the JumpStart programme as our recruitment foundation and pillar of support helped our teams to become so much stronger. The programme has a holistic approach to nurturing and enhancing the skills, knowledge and potential of individuals.

We have seen many success stories from the programme of associates who started their careers as a casual and grew into senior management positions and contributed to our business growth. The JumpStart programme gives new associates a great induction to our business, allowing them to hit the ground running.

**Charles Walkinshaw**  
Mr Price Sport Area Manager



JumpStart is an amazing programme equipping young individuals with the necessary skills needed to enter the retail environment. In my region I have seen great success stories of JumpStarters who from their work experience land permanent positions and through hard work and dedication have been promoted into management roles.

**Karen Feuth**  
Sheet Street Regional Manager



## READY, STEADY, SEW!

JumpStart is honoured to be tasked by the Industrial Development Corporation (IDC) to train 250 sewing machine operators. The JumpStart Production Programme will equip these candidates with core clothing production and manufacturing skills, as well as workplace ethics.

Seventeen multi-skilled sewing machinists completed training in Isithebe, KwaZulu-Natal, in FY2024. Training is linked to demand and employment prospects. While the dip in the economy slowed hiring in manufacturing, and hence slowed the roll-out of training, we anticipate training will be completed in FY2027.

In this way, JumpStart will support the creation of manufacturing jobs and connect to South Africa's R-CTFL masterplan to build the local manufacturing industry.

We thank the IDC for partnering with us in this important programme. Together, we will empower more youth to sew a greater future in clothing and home textiles.

## LOOKING AHEAD

- We will continue to develop a pipeline of suitable, work-ready retail candidates for our employer partners.
- Working closely with industry partners, we aim to align the JumpStart Production Programme to the skills development needs and job creation goals of the Retail-Clothing, Textile, Footwear and Leather Master Plan (R-CTFL) 2030.
- We realise the importance of data-driven decision making and strive to achieve better demand-matching, making use of insightful data analytics.
- To create more opportunities for youth, JumpStart seeks to forge new sector collaborations across provinces and explore new employer partnership opportunities.
- We will launch a pattern-making programme for graduates in FY2025 to fulfil an industry need.



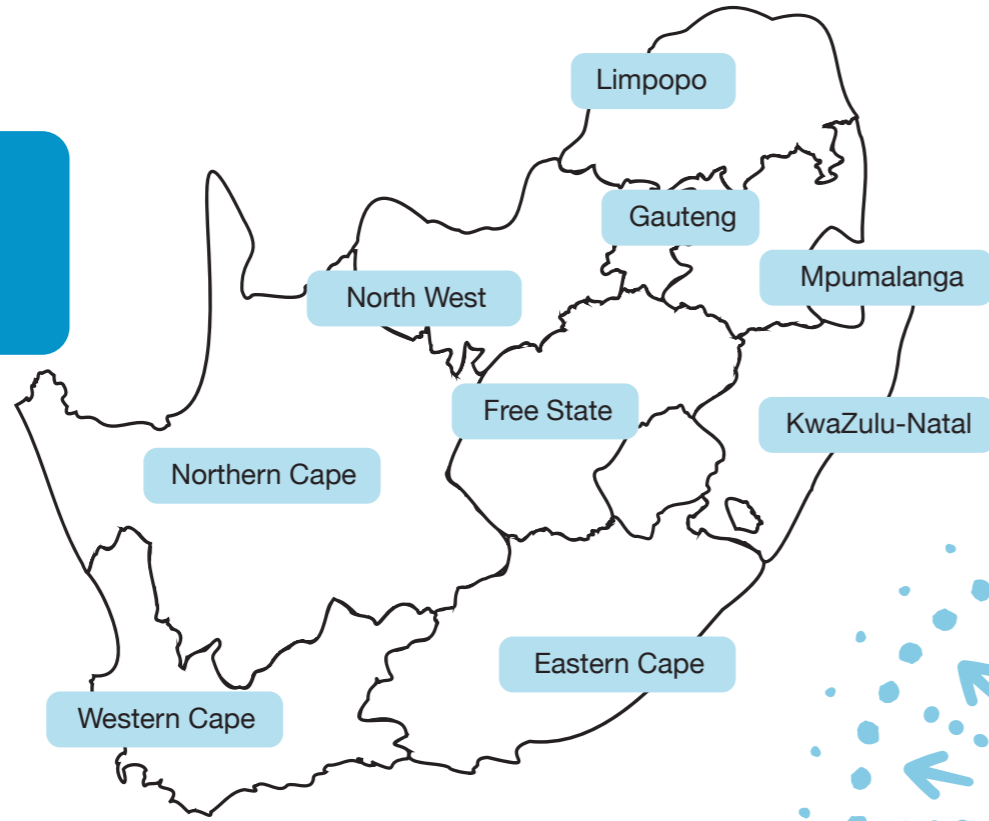
# UpLift

UpLift seeks to address income inequality gaps, promote entrepreneurship and support small businesses by connecting aspiring youth to entrepreneurial opportunities.



# OUR FOOTPRINT IN FY2024

YOUTH DEVELOPED:  
**154**



# OUR IMPACT IN FY2024



**R8.7m**  
Invested in entrepreneurship



**154**  
Entrepreneurs supported across HandPicked, Wastepreneur, Startup School and Grassroots initiatives



**03**  
Key partnerships formed with Redefine Properties, The Litterboom Project and CHEP



**04**  
Incubation hubs established in Western Cape and KwaZulu-Natal for HandPicked and Wastepreneur Programmes



**R1.3m**  
Revenue generated



**10**  
New MSMEs established

Youth unemployment continues to grow more severe. It is forecast to grow by 1% per annum, causing many young people to give up the search for work. Yet there is hope for youth who aspire to have their own businesses, particularly in townships.

Working towards our goal of matching supply and demand, UpLift unlocks entrepreneurial opportunities through four programmes:

HandPicked agriculture small business incubation, Startup School entrepreneurial skills training, Grassroots micro, small and medium enterprise (MSME) development, and Wastepreneur incubation.

UpLift forms partnerships to equip aspiring young entrepreneurs with the necessary skills, knowledge and resources to launch and sustain small businesses.

Through workshops, coaching, mentorship and access to funding, UpLift supports individuals to become self-sufficient and create job opportunities within their communities.

Our goal is for youth to operate successful, sustainable small businesses.

## OUR PARTNERS:



A Brambles Company



# NELSON EMBODIES UPLIFT SPIRIT

The Wastepreneur Programme in partnership with The Litterboom Project, equips entrepreneurs to utilise plastic pollution from rivers and oceans to create upcycled products of value. Together with The Litterboom Project and CHEP, we've launched an industrious Innovation Hub in Cornubia, where wastepreneurs acquire theoretical knowledge, production skills and practical experience to repurpose waste.

Nelson Dumakude is our first graduate. A man with high ambitions, he carries the UpLift vision in his heart and in his desire to uplift himself, his family and his community.

During the programme, Nelson produced a factory-quality recycled plant support stake for Mr Price Home and subsequently gained full-time employment running commercial production for The Litterboom Project.

"The Wastepreneur Programme has changed my life in all kinds of ways. It has given me financial freedom. It has given me more ideas. It has given me life. If I didn't do this, I think I would still be sitting at home without a job," Nelson says.

We are honoured to support aspiring entrepreneurs while simultaneously revolutionising plastic waste collection and contributing to a more sustainable future.





## ENTREPRENEUR TESTIMONIALS



I gained a deeper understanding of business and of myself. I enrolled in the Startup School entrepreneurship programme to gain business knowledge however it helped me to introspect and take accountability for my life. I am grateful for the opportunity.

**Siphosethu Tokoms (20)**  
East London



HandPicked sharpened my farming and business skills. I can safely say I can run my own small farm with the experience and knowledge I gained. My plans are to start a small farm producing seedlings, growing vegetables and processing vegetables.

**Thabile Mthembu (24)**  
Empangeni



The Entrepreneurship Development Programme broke me out of a holding pattern of uncertainty. It helped me gain a better understanding of my business. I am now able to articulate my vision more clearly.

**Lebani Mgimeti (34)**  
Kempston Park



HandPicked is a good programme for new tertiary graduates to gain experience and exposure to modern farming methods. It helps them to understand farming in a more practical way. I plan to further my agricultural knowledge while gaining more experience.”

**Lungelo Mthembu (24)**  
Pietermaritzburg



I can now run my own business! HandPicked has shown me the practical side of what I've been studying all along. I have learnt that a business is as much about making a profit as it is about meeting market demands.

**Nonstikelelo Ntuli (23)**  
Umlazi



HandPicked training shaped my mind to think as a farmer who soon will enter the agripreneurial industry. Having this opportunity made me realise and straighten my goals, specifically what I want to focus on as I progress forward to new opportunities.

**Nkanyezi Khaba (26)**  
Mtubatuba



## UPLIFT IGNITES START-UP SPIRIT

UpLift strives to significantly impact the lives of young people, their families and local communities through entrepreneurship and MSME development.

In FY2024, 154 entrepreneurs were impacted by UpLift programmes, including our HandPicked programme.

We funded 74 entrepreneurs to study Startup School's 12-week online Entrepreneurship Development Programme, supporting startup growth through expert coaching, business planning and marketing, financial management, and networking and funding opportunities.

These entrepreneurs operate mostly in retail, food, beauty and agriculture.

We are also seeing early front-runners emerge from the 27 graduates of our Grassroots initiative. Since launching her own bakery, 26-year-old entrepreneur Nosipho Mpungose has made rapid progress.

Nosipho used the last of her family's food to launch her business, Nosi's Bakery. She's now generating a healthy income through the sale of pies, cakes and scones to her community – and proudly employs two full-time staff, paying them above the minimum wage.

South Africa needs more young entrepreneurs if we are to tackle job creation and poverty alleviation. We look forward to seeing many more UpLift entrepreneurs make a sustained, meaningful impact in their communities.

## TARGETING TOWNSHIPS FOR GROWTH

Townships are home to nearly 12 million people in South Africa, making up a significant consumer base and workforce. With limited formal employment opportunities, there's a growing interest among young entrepreneurs to open businesses in the service sector, such as hairdressing, bakeries, crèches and beauty salons.

MSMEs are the backbone of the township economy. They employ a significant portion of the workforce, with an estimated 40% of township residents working in informal trade.

However, the growth of many township businesses is hindered by lack of access to funding, mentorship and formal training, while limited access to reliable infrastructure like electricity and internet also restricts business operations.

More than 80% of small and medium enterprises fail within five years due to lack of support.

Despite the challenges, the sheer number of small businesses and the growing entrepreneurial spirit of youth present a significant opportunity for economic development in townships.

This is why support and mentorship are cornerstones of our UpLift programmes, and why we seek to support aspiring youth entrepreneurs within their communities for an extended period.



# PARTNER TESTIMONIALS



“

The Wastepreneur Programme is something we are incredibly proud of and excited for - because of the vision behind reimagining waste. We believe that through this partnership, we can achieve radical change, one life at a time, while protecting our fragile oceans and rivers.

**Cameron Service**  
Founder and CEO of The Litterboom Project

“

Our partnership with the UpLift programme is rooted in a shared vision of unlocking untapped potential and nurturing entrepreneurial spirit. We take a strategic approach of investing in candidates with an appetite for entrepreneurship and who may already be invested in their side hustles.

**Jared Kruger**  
Head of Education: Startup School

“

In empowering youth with entrepreneurship skills, it creates a new narrative of youth as creators of employment in the businesses they operate. They are moving from consumers to becoming part of the means of production. It is uplifting to see them taking ownership of their lives and community by doing their best to start businesses from limited resources and creating their own ecosystems in the community. This is the beginning of generational wealth and creating localisation.

**Thandeka Zulu**  
CEO of Niya Consulting

## KEY LEARNINGS

- **Life skills:** Life skills is a core element for all our youth entrepreneurs and should be developed before business support skills. This provides entrepreneurs with self-mastery skills to build personal mission statements and brand stories that can be applied to their businesses.
- **Incubation and business ecosystems:** Entrepreneurs need ongoing support and incubation to grow their businesses. We have adopted a phased approach, providing incubation at their business site for two years. Site visits, particularly in peak times, assists entrepreneurs to identify and maximise opportunities and understand customer needs.
- **Technology:** A simple tracking app allows entrepreneurs to load sales data, generate invoices, quotations and documents that are useful for their businesses.
- **Access to funding:** There is a need to create a small fund for entrepreneurs, to fund the purchase of small assets such as equipment and tools as required to grow their businesses. If their application to the fund is approved, the assets will be purchased on their behalf as opposed to providing cash.
- **Forms of business:** Through our engagements with youth entrepreneurs in local communities, we understand that not all entrepreneurs are ready to complete the 'red tape' needed to formalise their businesses. Yet they are still able to derive a meaningful income. We therefore do not require our entrepreneurs to formalise their businesses.
- **Measure of success:** Success cannot only be measured on revenue. It is also measured by the change in entrepreneurs' social lives, which has a huge impact on their immediate families and community.

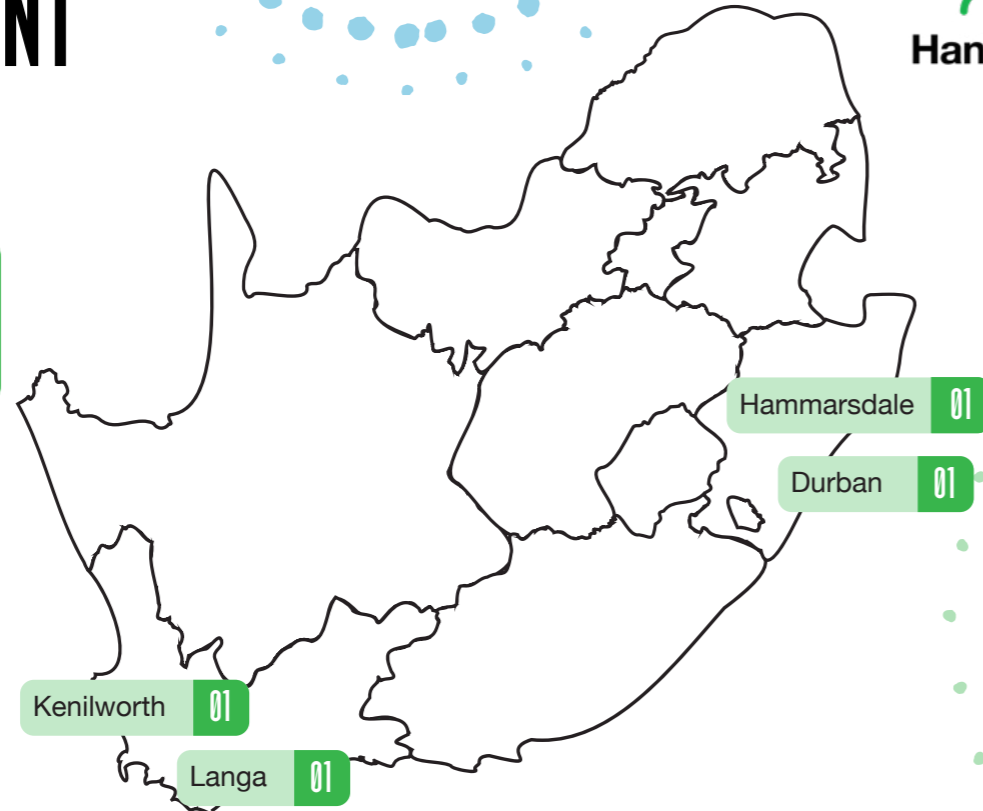
## LOOKING AHEAD

- There is opportunity to scale UpLift and partner with organisations and donors who share our belief in the potential economic contribution that youth entrepreneurs can make within their communities.
- We will explore partnerships for HandPicked CityFarms and HandPicked Rural Farms, supported with offtake agreements.
- Incorporating our lessons learnt, we look to grow our Grassroots footprint.

# OUR FOOTPRINT IN FY2024

COMMUNITIES IMPACTED:

04



## HandPicked is our agricultural small business development programme.

South Africa's youth are extremely vulnerable in the labour market, with 4.9 million unemployed youth. With unemployment comes hunger, which makes the work of HandPicked in MSMEs and emerging farmer support even more significant.

A key programme in UpLift's entrepreneurship offering, HandPicked sources aspiring entrepreneurs through community engagements for training in agricultural skills, business skills and life skills.

Agripreneurs are equipped to produce crops using African Grower technology: a water-wise, vertical growing system that uses less

water, less space and with shorter lead times than traditional field growing.

They can go on to become self-sufficient food producers, establish food hubs, provide agricultural advisory services or pursue careers in agribusiness. The opportunity to earn an income is the biggest motivation for growers to take their learnings seriously and to embrace an agricultural future.

With effective skills development and support over an extended period, HandPicked is stimulating local entrepreneurship and employment, and in turn boosting food security.

HandPicked is implemented by Fresh Life Produce.

## OUR PARTNERS:

**CHEP**  
A Brambles Company

**AFRICAN GROWER**

**Veldskoen**  
THE SOLE OF SOUTH AFRICA

**VUKILE**  
PROPERTY FUND  
REAL ESTATE. REAL GROWTH.

**NIYA CONSULTING**  
BEYOND POSSIBILITY

**REDEFINE**  
PROPERTIES

**FRESH LIFE PRODUCE**

# OUR IMPACT IN FY2024

**43**  
Entrepreneurs developed

**R242 000**  
Collective revenue generated

**02**  
Agrihubs established (Hammarsdale and Kenilworth) & 01 agrihub refurbished and expanded (Hammarsdale)

**1.47 TONS**  
Fresh produce harvested

**03**  
New agribusinesses formed & 01 agribusiness advanced to self-sufficiency

**03**  
Agripreneurs providing agricultural advisory services to HandPicked



## KEY LEARNINGS

- Establishing ecosystems that support entrepreneurs for an extended period is important to long-term success. This is why we have extended support for our agripreneurs to three years. We also understand the need to connect them to different markets and value-added services such as agri-processing opportunities.
- To be responsible in our scaling and support, we need to focus on optimising our current agrihubs.
- Agriculture incubators that develop, mentor and support agripreneur networks are part of a healthy ecosystem and help create sustainable income-generating opportunities in communities.

# OUR ROOFTOP BEAUTY IS BLOOMING

Our rooftop farm at HandPicked CityFarms Kenilworth Centre is bursting with growth potential! The largest urban retail rooftop farm in the Western Cape, this agrihub trains two entrepreneurs from the nearby Langa community every month, sharpening their agribusiness and farming skills.

Post-training, they receive a mini household growing tunnel, empowering them to join a community of entrepreneurs and promoting household income and food security. In FY2024, 23 aspiring entrepreneurs were developed at this site.

“These interns are not employed. We are giving them a skill that they can use to become agripreneurs. Everything they grow, they sell. Either we buy back their produce, or they sell to the local community,” explains Farm Manager Akhona Gxuluwe.

Central to the HandPicked model is the African Grower technology. This sustainable technology uses space-saving vertical stacks of growing pods, with water-wise coconut coir as the growing medium. The system can grow up to 173 plants/m<sup>2</sup>, which is more intensive than traditional field farming.

This modern hydroponic agrihub produces a range of herbs, vegetables and flowers. These are supplied to restaurants in Kenilworth Centre and to the public via a mall kiosk. Fresh produce is also donated to three community NPOs.

HandPicked CityFarms Kenilworth Centre celebrated its one-year anniversary in December 2023 and featured in the *South African Irrigation Institute* (SABI) magazine. The farm is open to tour groups and visitors get a chance to roll up their sleeves and sow, harvest and prepare fresh hydroponic crops.

We thank all our HandPicked partners for empowering unemployed youth with agriskills and a new opportunity in life.

“

I have learnt so much. I feel like I am doing my master's degree without being at university! You don't need a lot of land. You can farm wherever you are, in a town or village. And I don't have to give up my lipstick or the way that I dress. I can still be me and the woman I am even if I am in farming.

**Akhona Gxuluwe (33)**  
HandPicked CityFarms Kenilworth Centre Farm Manager



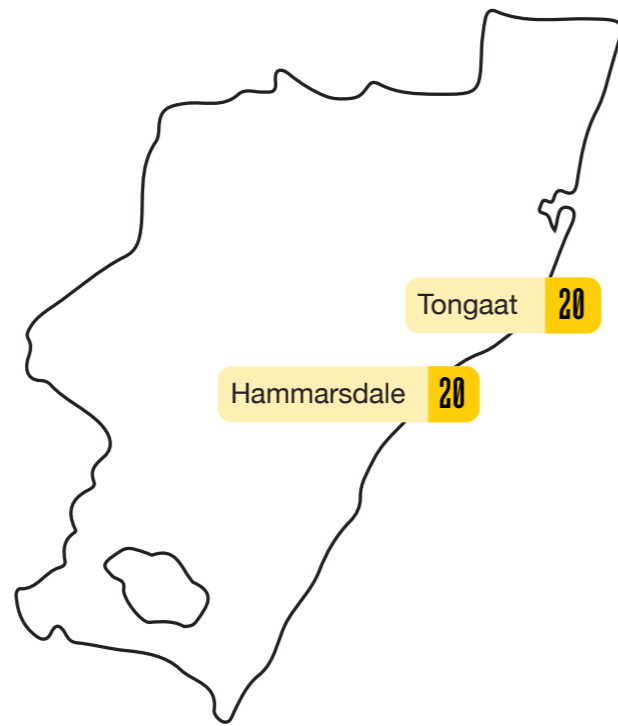
## EduRise

EduRise provides holistic support to primary schools to ensure inclusive and equitable quality education and improve education outcomes, particularly in literacy and numeracy in Foundation Phase.



# OUR FOOTPRINT IN FY2024

SCHOOLS IMPACTED:  
**40**



In South Africa, over 80% of Grade 4 learners cannot read for meaning in any language and 63% of Grade 5 learners cannot add and subtract whole numbers.

This will impact their ability to gain meaningful employment later in life, because poor-quality education is a root cause of poor skills and unemployment.

Given the magnitude of challenges surrounding unemployment and education, and given that we celebrated the culmination of our EduRise programme in Tongaat in 2023, we critically reviewed EduRise in FY2024.

With a close, longstanding relationship with the Hammarsdale community, we sharpened our focus to work directly with Hammarsdale primary schools from the start of the 2024 academic year. Literacy and numeracy in Foundation Phase (Grades R to 3) were identified as a critical priority, as the basis for successful continued education is formed in these foundational years.

Over the next three years, our strategic partners will provide Hammarsdale schools with a suite of holistic support. Interventions cut across leadership and management development; educator development (improving content knowledge and pedagogical skills focusing on literacy and numeracy improvement); creative arts and physical education.

We thank our partners one and all for working together for better education outcomes for our children.

## OUR PARTNERS:



## LETTER FROM PAIN

As we reflect on the past year and chart our course for the future, we must acknowledge the mounting challenges confronting South Africa's education system, particularly in no-fee paying schools in the lower quintile (1 to 3) public schools.

FY2024 was a particularly challenging period. Public schools, especially in KwaZulu-Natal, experienced budget cuts, disruptions to the National School Nutrition Programme, floods and union activities, loadshedding and water supply disruptions.

These challenges were exacerbated by the profound learning losses brought about by the Covid-19 pandemic, and adversely affected contact time and hampered the delivery of quality education.

Yet through it all, our partner schools remained steadfast and continued to enthusiastically cooperate and collaborate with us.

We extend our heartfelt gratitude to the schools, educators, School Management Team (SMT) members, strategic partners, and the KwaZulu-Natal Department of Basic Education, whose unwavering support has ensured yet another successful year of implementation.

As we look ahead, we are very much aware that the ability to read for meaning and calculate with confidence, especially in Foundation Phase, are the two most critical skills necessary for any learner to have a meaningful educational journey. It is therefore key that schools are supported to offer high quality education at this critical stage.

Nationally, the Progress in International Reading Literacy Study (PIRLS) 2021 results released in May 2023 painted an alarming picture, revealing that 81% of Grade 4 learners cannot read for meaning. This underscores the urgency of prioritising literacy initiatives and provisioning reading resources to improve reading and comprehension among learners.

In tackling the literacy and numeracy crisis in Foundation Phase, we will be guided by available research, context and best practices.

We invite all role players to join hands with us as we continue to strive for excellence and equity in education, knowing that our collective efforts today will shape the future of generations to come.



**PAIN MASHINGAIDZE**  
EduRise Programme Manager

# READY AT THE START LINE

We believe that learning starts long before school. If we want South Africa's children to thrive at school and thereafter, they need to be ready at the start of Grade R. That's why we are proud to partner with the Roots & Shoots Study.

This unique study is tracking the development of literacy and mathematics skills of some 500 learners through their first three years of school (Grades 1 to 3). It aims to determine how learning gaps at the start of school translate into later outcomes.

"It's widely acknowledged that most South African learners have not acquired foundational literacy and mathematics skills by the end of Grade 3; and that learning outcomes are extremely unequal across children from different socio-economic backgrounds. This is one of the binding constraints to progress in South Africa," says Heleen Hofmeyr, Roots & Shoots Study Co-Principal Investigator. The study is assessing learners at three groups of schools: no-fee



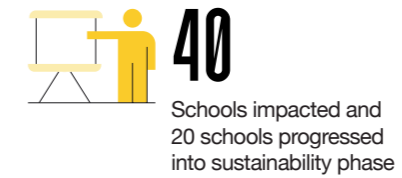
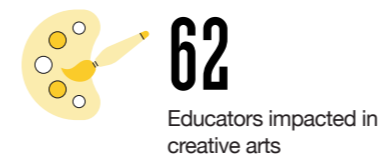
and low-fee schools (charging less than R3 000 a year) and mid-fee schools (more than R3 000 a year).

Wave 1 results show that learners in no-fee and low-fee schools are already lagging their peers in mid-fee schools at the start of Grade R. Wave 2 results show that learning gaps already present at the start of Grade R widened by the start of Grade 1.

While there is evidence of catch-up among learners who were falling furthest behind at the start of Grade R, large learning gaps remain between learners in mid-fee schools and those in no-fee and low-fee schools.

We trust that the study will provide fresh impetus for higher investment into Foundation Phase in South Africa, especially at no- and low-fee schools. We need all our children to be ready to learn on Day 1 to give them the best chance of a successful life.

# OUR IMPACT IN FY2024



## KEY LEARNINGS

- Given the scale of challenges confronting the education space, in FY2024 we completed an in-depth re-evaluation of our EduRise model, examining research to see how best to tackle literacy and numeracy. We stand by our belief that the whole school model is the correct approach. Going forward, we are adopting a narrow and deep focus on primary schools in Hammarsdale. Key learnings from this new approach will be shared with stakeholders in the education sector.
- By integrating Creative Arts into maths lessons, educators can make learning more engaging, enjoyable and accessible, helping learners develop a deeper understanding and appreciation of mathematical concepts. We are looking into more ways of incorporating music, dance and drama into teaching and learning numeracy in Foundation Phase.
- Education programmes must be adaptable and flexible to respond to changing needs and circumstances. Learning how to adapt programmes based on feedback and evolving challenges is key to success. Developmental programmes in education should seek to ease the work of educators and schools by ensuring that interventions speak directly to their deliverables. Building partnerships with other stakeholders can enhance the effectiveness and reach of any programme. Learning how to foster collaboration and leverage resources from various partners is key.





Building partnerships with stakeholders, including our valued partners from the KwaZulu-Natal Department of Education (pictured) can enhance the effectiveness and reach of our programmes. Front row, from left: Mpumalanga Circuit Manager Fikile Ntuli, Life Orientation Subject Advisor Nombulelo Sabela, Foundation Phase Subject Advisors Zandile Nduli and Buyisiwe Mabinza, Acting Deputy Chief Education Specialist (DCES) Languages Bongekile Nzimande, Life Orientation Subject Advisor Thulani Ngubane. Back row, from right: Mr Price Foundation EduRise Programme Manager Pain Mashingaidze, DCES Thabani Chonco, DCES Foundation Phase Busisiwe Thobela, Chief Education Specialist Teaching and Learning Services Sibusiso Mtwana, DCES Educational Library and Information Technology Services Nomthandazo Sikhosana, Mr Price Group People Director Richard Shezi, Head of Mr Price Foundation Karen Wells, JET Education Services Executive Manager Craig Gibbs, and Georgedale Primary School Principal Nhlanhla Mbongwe.

# IMPARTING THE GIFT OF ART

Our EduRise programme celebrated the culmination of a fulfilling journey with schools in Tongaat and Verulam in FY2024, with the completion of the Creative Arts programme.

Implemented by Creative Madness, we consider the teaching of visual arts in class to be one of the highlights of this programme. When the Creative Arts programme started, few educators knew how to draw. We can now see a marked difference in their creative abilities.

Educators quickly gained more competence in:

- Identifying and teaching different art elements.
- Creating their own posters in class.
- Integrating English, in the form of describing their drawings and labelling drawings (eg. body parts and their

function).

- Integrating maths, in the form of identifying the different shapes contained within each artwork; as well as folding paper into equal parts and identifying the line of symmetry in drawings. This also improved learners' ability to focus and follow instructions, making lessons even more engaging.
- Teaching step-by-step drawings in class.
- Producing interesting ideas which align with the curriculum and using more recycled materials to create original artworks.

With the Creative Arts component completed, these schools have entered the sustainability phase, and will continue to implement their EduRise learnings without our active involvement.

We thank our partners and schools in Tongaat and Verulam for embracing this learning journey with us. We look forward to seeing how their creativity unlocks learning in years to come.

## EDURISE TESTIMONIALS



EduRise contributed immensely to Vukuzipathe Primary School. Our partnership contributed to the holistic development of learners, benefitting them inside and outside the classroom.

**Mr Mkhize**  
Retired Principal of Vukuzipathe Primary School, Hammarsdale



We believe that together with Mr Price Foundation, that once learners have the correct foundation, things will be easier when they move up through the grades. This is through partnership, and the help that we need as a department. More than anything else we are happy for parents and learners themselves to have this opportunity of getting assistance and collaboration from Mr Price Foundation and all the associated partners.

**Mr Ngubane**  
KZN Department of Education, Pinetown District Office



The EduRise approach of engaging all three strategic partners in Hammarsdale schools could reap dividends. By putting those connections together from Year 1, we can treble the effect that we have. Creative arts and physical education are uniquely placed to enhance numeracy and literacy in Foundation Phase. The more fun learners have, the easier learning becomes.

**Peter Court**  
Director of Creative Madness



The EduRise programme has enabled us with confidence to identify the needs of the schools and then incorporate our programmes to fit those needs. That's because of the journey we've been on. It's a symbiotic relationship where we have managed to build trust. The schools can see we offer value and that's why it is a success.

**Craig Gibbs**  
Executive Manager: Implementation and Innovation at Jet Education Services



# LOOKING AHEAD

- EduRise will focus on numeracy and literacy in Foundation Phase as the overarching target for the next three years, complemented by components in creative arts and physical education. These interventions will be provided to our Hammarsdale education partners by our strategic partners Creative Madness, Sportstec and Jet Education Services.
- We will capacitate Hammarsdale educators with content knowledge and pedagogical skills focusing on literacy and numeracy in Foundation Phase. We are also looking into equipping educators with skills to utilise readily-available recyclable resources in numeracy and literacy lessons.
- EduRise will continue to invest in the Roots & Shoots longitudinal research study. We are investing in this study for five years. FY2024 is Year 3 of our investment.
- EduRise aims to further encourage Communities of Practice at Hammarsdale schools as a platform for educators and SMT members to share best practices; as well as a Principals' Buddy System to share best practices and take part in continuous professional development sessions.



# MARKETING & COMMUNICATIONS





Youth development is our passion! It's the driving force behind our mission to drive development opportunities for youth and make a sustainable impact for a brighter future. Strong relationships with our stakeholders are critical to us succeeding in our ambitions and thus we give great attention to our messaging to stakeholders.

## HOW WE CREATE HOPE4YOUTH

- 01 MEASURABLE IMPACT**  
Our impact is measured, transparent and aligned with good-governance principles.
- 02 DELIVERY THROUGH COLLABORATION**  
Through strategic partnerships we unlock opportunities for exponential change and impact.
- 03 RESPONSIVE AND SOLUTION DRIVEN**  
We offer an agile and constantly-evolving response to needs and solutions.
- 04 FUNDRAISING FOR GOOD**  
We unlock transformation through diverse and creative fundraising to activate sustainable change.

## OUR PURPOSE

To create development opportunities that unlock tomorrow's potential.

## OUR VISION

To be a leader in youth skills development focused on creating income opportunities.

## OUR MISSION

Drive youth-focused development opportunities that deliver sustained impact.

# LETTER FROM PIERRE

With South Africa's youth embedded at the heart of Mr Price Foundation, our communications in FY2024 were focused on our beneficiaries' stories of hope and the measurable impact we achieved.

Despite South Africa celebrating 30 years of democracy in 2024, access to quality education and high youth unemployment remain as key challenges.

Creating awareness of the hope for youth that we create through our education and skills development programmes and positioning the Foundation as a leader in youth skills development were top priorities throughout FY2024. These remain as focus areas in FY2025 to attract aligned partners, funders and donors to help scale our programmes and increase our impact.

In FY2024, we focused on fostering strong stakeholder relationships through:

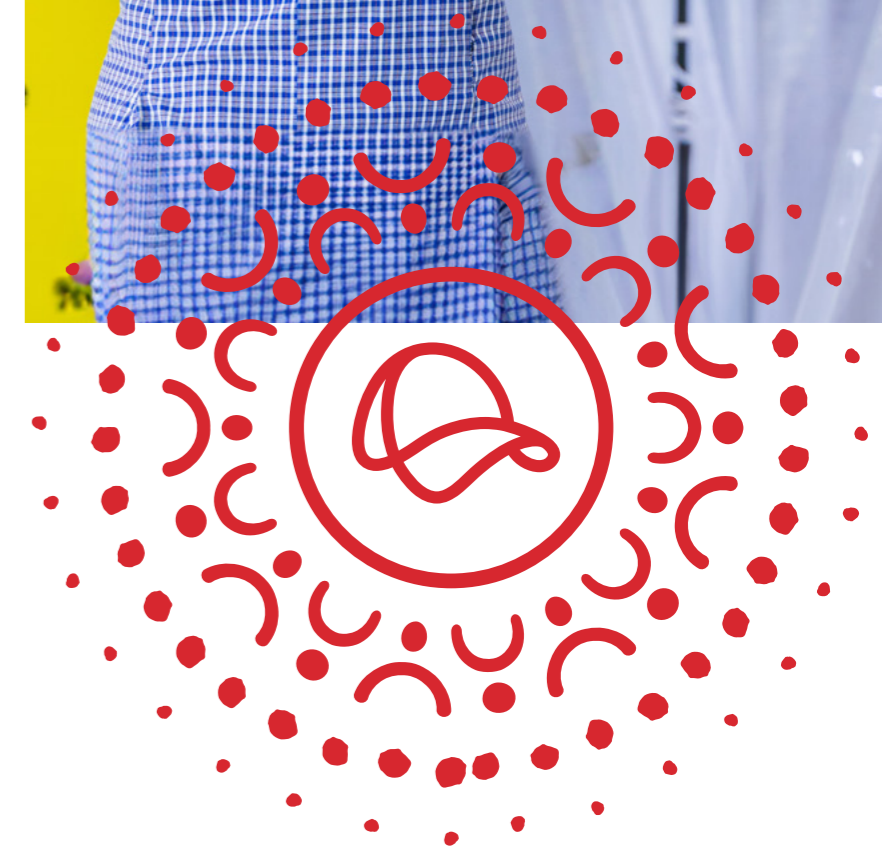
- Consistent messaging through our owned media channels to ensure stakeholders were kept up to date with programme news and developments.
- Building solid owned digital media platforms with meaningful content along with measurement metrics to ensure the sustainable growth of these platforms.
- Relaunching our Foundation website, which is a cornerstone of our communication efforts.
- Extending our online reach and engagement and building a strong community of loyal followers on owned digital media channels.
- Assigning a Community Manager to ensure we engage effectively with the increasing number of youth and stakeholders who engage with us through our digital communications channels.

We thank our stakeholders for sharing our determination to create a better future for South Africa's children and youth.

While our youth live with some of the highest rates of poverty, inequality and unemployment in the world, we have witnessed first-hand how lives have been radically transformed through our programmes. It's through these powerful stories of hope that our beneficiaries inspire others to follow in their footsteps and break the cycle of dependence for generations.



**PIERRE TOSTEE**  
Head of Communications



# KEY MILESTONES

**Hope4Youth:** Our fundraising efforts expanded in FY2024 with the launch of our Hope4Youth campaign. Hope4Youth invites members of the public to help change the future of youth, by making a donation to our education and youth development programmes. We thank all our donors for giving Hope4Youth!

**50 000 Facebook followers:** Throughout FY2024, we built a strong community of loyal followers through our owned digital media channels. By communicating consistently through our digital platforms, our reach and engagement grew exponentially, in particular with JumpStart beneficiaries, and powered us to surpass our target of 50 000 Facebook followers. We thank our stakeholders for being part of our journey and growing our circle of influence and opportunity.



# BRAND RECOGNITION



We were delighted to be recognised in the prestigious *Sunday Times GenNext 2023 survey* as a finalist in the 'Coolest Campaign Targeted at Youth 2023' category.

The *Sunday Times GenNext* "coolest brands" survey is a barometer of what brands resonate with South Africa's youth. It recognises brands that are cool and aspirational, as voted for by South Africa's youth.

Our inclusion in the Top 10 ranking, which was announced in Johannesburg in September, was welcome independent recognition of our progress in fostering strong external communication and stakeholder engagement.

# BRAND AWARENESS

In FY2024, we built a robust owned media space (website, social media and digital newsletters), along with earned and paid-for media, to connect with our stakeholders and drive public awareness of the Foundation's sustainable impact in youth-focused development. Our digital channels are the backbone of our communication channels, with JumpStart content related to job opportunities and skills development popular with our audience.

- Over 55 000 Facebook followers (105% increase)
- Over 20 000 Mailchimp newsletter subscribers (54% increase)
- Over 17 000 LinkedIn followers (35% increase)
- 10.2 million people reached through owned digital channels (82% increase from 5.6 million)
- Over 2.8 million people engaged with our digital content (an increase of over 3 300%)
- Over 1.6 million YouTube views (338% increase)
- Over 4.5 million website page views (33% increase)
- Over R13 million in advertising value equivalent (AVE) across paid, earned and shared media (no change from FY2023)
- 99% awareness with our Mr Price Group associates

# COMMUNITY PARTNERSHIPS

We were pleased to invest R437 000 in product vouchers from Mr Price Group businesses, in 77 NPOs across all nine provinces. An estimated 5 322 beneficiaries benefited through these NPOs who share our passion for youth development, and are aligned with our vision and purpose of unlocking tomorrow's potential.

Notable donor recipients included:

- SOS Childrens' Villages South Africa, which provides orphaned and abandoned children with a place to call home, purchased trainers for their children.
- Boys & Girls Clubs of South Africa, which runs after-school programmes, purchased sports apparel to keep their children fit and active.
- Khathalelana Care for One Another, a child and youth care centre, showed their love by purchasing children's clothing.
- Smile Foundation, which provides children with surgical and psychological care, purchased beanies, clothing and blankets to keep their young patients warm.

We thank our recipients for making a difference and giving hope for youth. We also extend a warm thank you to Mr Price Group, for making shopping dreams come true!





# VOLUNTEERISM

Nothing can replace the feeling of giving back and it's inspiring to see a thriving spirit of volunteerism among our extended Foundation family.

Volunteering is an opportunity for our partners, donors, beneficiaries, Mr Price Group associates and suppliers to connect with our communities and make an impact for good.

Our volunteering efforts in FY2024 included supporting The Litterboom Project's beach clean-ups and hosting monthly community painting projects at primary schools in Hammarsdale.

We thank our volunteers for tackling the jobs at hand with dedication and enthusiasm and for giving up their valuable time for acts of service.



# MR PRICE FOUNDATION CUP

We handed over two major product donations worth R50 000 to Hammarsdale schools in FY2024, as the final goal of our 2023 Mr Price Foundation Cup.

Our victorious soccer champs – the men's and women's teams from Mr Price Group's Distribution Centre – each won R25 000 product vouchers to donate to a school of their choice. They selected Umthombomuhle Primary School and Phumuphete Crèche.

The schools were ecstatic to receive their gifts from Mr Price Apparel and Mr Price Home: an assortment of much-needed items ranging from school uniforms to educational toys.

The decision to award the winning teams with this "trophy" was so they could pay it forward and make a difference in their communities. Thirty-one teams of Mr Price Group associates and suppliers participated in the soccer tournament and we thank them all for scoring magnificent goals for youth.

We are proud to contribute towards the Hammarsdale community and to make schools a better place for learning.



# FINANCIAL REPORT

For the period 2 April 2023 to 30 March 2024

# LETTER FROM DAVID

Despite an ongoing blizzard of domestic and global challenges, we remained focused on achieving great results in FY2024.

Continued challenges including the energy crisis (with loadshedding in 2023 the highest on record) and a fractured national infrastructure resulted in another year of muted domestic economic growth, flat real wage growth, escalating cost of living and persistent youth unemployment.

GDP growth of 0.6% in 2023 and a forecast of 1% for 2024 is not sufficient for South Africa to grow and thrive. Our most economically vulnerable households will continue to be hardest hit.

We are privileged to bridge the gap between job seekers and the working world by offering free skills development to youth in the retail and manufacturing value chain. In FY2024, more investment flowed into our skills development and entrepreneurship programmes with 47% growth from R22.4 million in FY2023 to R32.9 million.

Given the scarcity of formal employment opportunities, we are creating economic hope for youth through our entrepreneur programmes.

Our UpLift entrepreneurship pilot, which includes the HandPicked small business incubation programme, successfully expanded to a Wastepreneur Programme (waste beneficiation) and Grassroots entrepreneurship (township economy).

Our EduRise programme rounded-off its interventions in Tongaat primary schools, and the focus shifted to Foundation Phase interventions in Hammarsdale.

Stakeholder funding grew by 17% from R14.8 million in FY2023 to R17.3 million in FY2024.

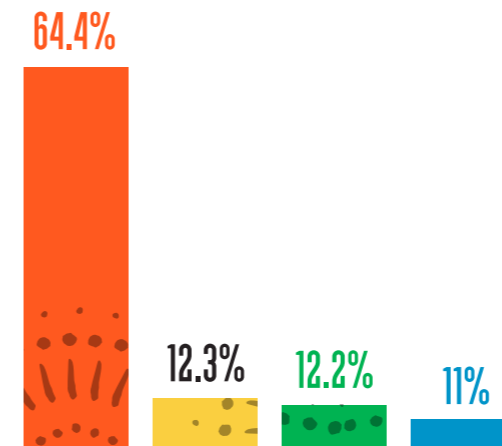
We thank all our partners for their incredible support, especially Mr Price Group and its trading divisions, and for investing in South Africa's youth through Mr Price Foundation. Together, we will continue to explore and identify opportunities to grow and make a bigger impact in youth unemployment and education.



**DAVID CHURCHMAN**  
Financial Manager

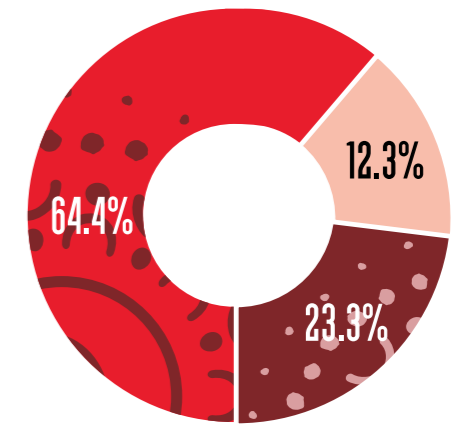


# FINANCIAL SNAPSHOT



## Programme Allocation Split

- JumpStart: 64.4% (R24.21m)
- EduRise: 12.3% (R4.63m)
- HandPicked: 12.2% (R4.59m)
- UpLift: 11.0% (R4.15m)



## Programme Expenditure Split

- Skills Development : 64.4% (R24.21m)
- Entrepreneurship: 23.3% (R8.74m)
- Education: 12.3% (R4.63m)



**R24.2m**

invested in skills development



**R8.7m**

invested in entrepreneurship



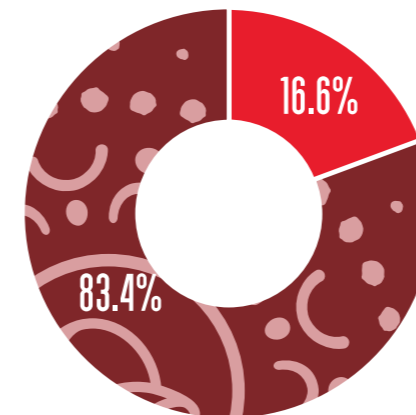
**R4.6m**

invested in education



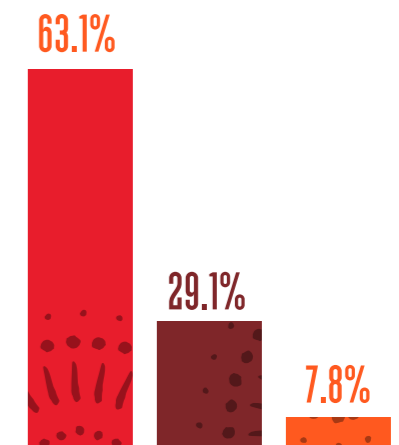
**R437k**

invested in 77 NPOs, impacting 5 322 beneficiaries



## Beneficiary Allocation

- Programme: 83.4% (R37.59m)
  - Administrative\*: 16.6% (R7.46m)
- \* includes Fundraising & Comms



## Revenue Split

- Mr Price Group: 63.1% (R29.47m)
- Corporate Partners: 29.1% (R13.58m)
- Fundraising 7.8% (R3.66m)

# STATEMENT OF FINANCIAL POSITION

The following summarised financial information has been extracted from the unaudited financial statements of Mr Price Foundation NPC, as at 30 March 2024.

Figures in Rands	2024 R	2023 R
<b>Assets</b>		
<b>Non-current assets</b>	1,776,780	1,553,421
Property, plant and equipment	258,853	244,799
Intangible assets	1,364,384	857,408
Right-of-use assets	153,543	451,214
<b>Current assets</b>	35,639	37,482,388
Other receivables	2,146,354	2,873,423
Prepayments	21,718	18,708
Cash and cash equivalents	33,471,308	34,589,257
<b>Total Assets</b>	<b>37,416,160</b>	<b>39,034,809</b>
<b>Equity and liabilities</b>		
<b>Equity</b>		
Accumulated funds	29,951,327	25,540,956
<b>Non-current liabilities</b>	-	449,346
Lease liability	-	449,346
<b>Current liabilities</b>	7,464,833	13,044,507
Trade payables and other	6,916,465	5,522,536
Leave pay and incentive	310,246	177,634
Current portion of lease liability	238,122	112,337
Deferred income	-	7,232,000
<b>Total equity and liabilities</b>	<b>37,416,160</b>	<b>39,034,809</b>

# STATEMENT OF COMPREHENSIVE INCOME AND ACCUMULATED FUNDS

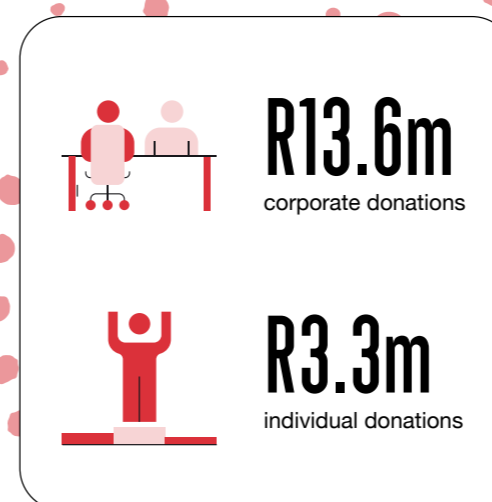
For the year ended 30 March 2024

Figures in Rands	2024 R	2023 R
<b>Revenue</b>	46,726,063	38,527,566
<b>Expenditure</b>	45,061,878	37,714,700
Project expenditure	36,738,555	28,721,700
Administrative expenditure	8,323,323	8,993,265
<b>Profit before net finance income</b>	<b>1,664,185</b>	<b>812,601</b>
Finance costs	(20,304)	38,574
Finance income	2,766,490	1,697,372
<b>Surplus for the period</b>	<b>4,410,371</b>	<b>2,471,400</b>
Accumulated surplus at the beginning of the period	25,540,956	23,069,556
<b>Accumulated surplus at the end of the period</b>	<b>29,951,327</b>	<b>25,540,956</b>

# STATEMENT OF CHANGES IN EQUITY

For the year ended 30 March 2024

Figures in Rands	Accumulated funds R
<b>Balance at 01 April 2022</b>	23,069,556
Total comprehensive income	2,471,400
Surplus for the year	2,471,400
Other comprehensive income	-
<b>Balance at 02 April 2023</b>	25,540,956
Total comprehensive income	4,410,371
Surplus for the year	4,410,371
Other comprehensive income	-
<b>Balance at 30 March 2024</b>	<b>29,951,327</b>



# STATEMENT OF CASH FLOW



For the year ended 30 March 2024

Figures in Rands	2024 R	2023 R
<b>Cash flows from operating activities</b>	(20,807)	13,524,709
Cash generated from operations	(2,787,297)	11,827,336
Finance income	2,766,490	1,697,372
<b>Cash outflows from investing activities</b>	(753,278)	(723,296)
Additions to property, plant and equipment	(114,840)	(29,487)
Additions to intangible assets	(638,438)	(693,808)
<b>Cash outflows from financing activities</b>	(343,864)	(330,753)
Repayment of lease liability	(343,864)	(330,753)
<b>Net increase in cash and cash equivalents</b>	<b>(1,117,949)</b>	<b>12,470,660</b>
Cash and cash equivalents at the beginning of the year	34,589,257	22,118,597
<b>Cash and cash equivalents at the end of the year</b>	<b>33,471,308</b>	<b>34,589,257</b>

# YOU'VE GOT THE POWER

## Join hearts and hands with us to ignite hope in South Africa.

With youth unemployment at record high levels and education under severe pressure, there's never been a better time to build your legacy gift to youth. You've got the power to make a difference!

- 01 DONATE!**  
Contribute cash or physical resources towards our shared value and purpose.
- 02 PARTNER!**  
Provide work experience or co-create impact-driven programmes.
- 03 CHAMPION!**  
Like, follow and share us online to amplify our messages of hope.
- 04 ENGAGE!**  
Participate in our volunteer activities and activate change in communities.



## PICK YOUR PLATFORM TO DONATE

### Zapper

Scan the Zapper 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]

### Website

Scan the QR code to donate through our website.



100% of public donations to Mr Price Foundation go directly to our youth development and education programmes.

# PARTNER WITH US TO ACTIVATE CHANGE

Partnerships are important to us. We love to forge partnerships with those who share our passion for youth empowerment and education.

### Employer partner:

Let's talk if you're a retailer or business willing to provide work experience or co-create impactful programmes. Training is demand-driven and structured according to need.

### Funding partner:

Mr Price Foundation was established as an NPO, which enables our funding from Mr Price Group to be supplemented by other funding partners and donors. As a Level 1 B-BBEE PBO, we help companies achieve points on their B-BBEE scorecard. Donations are tax deductible with Section 18A certificates being issued.

### Strategic partner:

We work closely with our strategic partners to co-create programmes that are aligned to needs.

Contact us to explore partnership opportunities and be part of something extraordinary!

# Hope 4 Youth

by  mr price foundation



[info@mrpfoundation.org](mailto:info@mrpfoundation.org)



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