



# MMI Foundation

Enabling South Africa's Youth to be *great*

2018



MMI HOLDINGS

Metropolitan has put considerable effort behind its consumer education programme. The brand intent to be “a mentor” aligns well with its consumer education project purpose to help young people build healthy financial habits and build positive attitudes towards money.

In 2017 the brand ran two key projects:

**Entrepreneurship programme**

- ▶ 30 week programme
- ▶ Real-life business and money lessons
- ▶ 900 learners participated in 8 Eastern Cape high schools lessons

**Metropolitan owned Metro Kickstarz**

- ▶ Shares financial literacy content while encouraging creativity
- ▶ 2017-challenge: learners simulated running their own sneaker companies and designing sneakers
- ▶ 1700 Grade 11's across 7 schools in KZN, Western Cape and Gauteng participated

Since 2014 Metropolitan has also been investing in financial literacy training with African Unity Foundation, enabling Early Childhood Development (ECD) centres to improve their financial management. In 2017:

**33 ECD** practitioners received financial literacy training. (Personal and centre financial management)

**409** Parents of learners from 30 ECD centers attended financial management workshops



Momentum has built a reputation as a committed social investor, supporting communities across South Africa, especially through their work in disability and sport development. Its two financial literacy programmes started in 2015, are key to making individuals and families more capable of understanding, planning and managing their finances well.

Here are the highlights for 2017:

### **Making Money Matter**

Financial Literacy boardgame

Knowledge increase of 22% reported

1700 learners (and some teachers) from 10 schools played game

Real-life financial events simulated

### **Motheo Financial Dialogues**

Winner of 2017 Batseta Imbasa Yegolide Award for Financial Literacy

Edutainment approach: Interactive workshops and industrial theatre

Coaching employees at worksites and NGOs

2497 participants in Gauteng and KZN in 2017

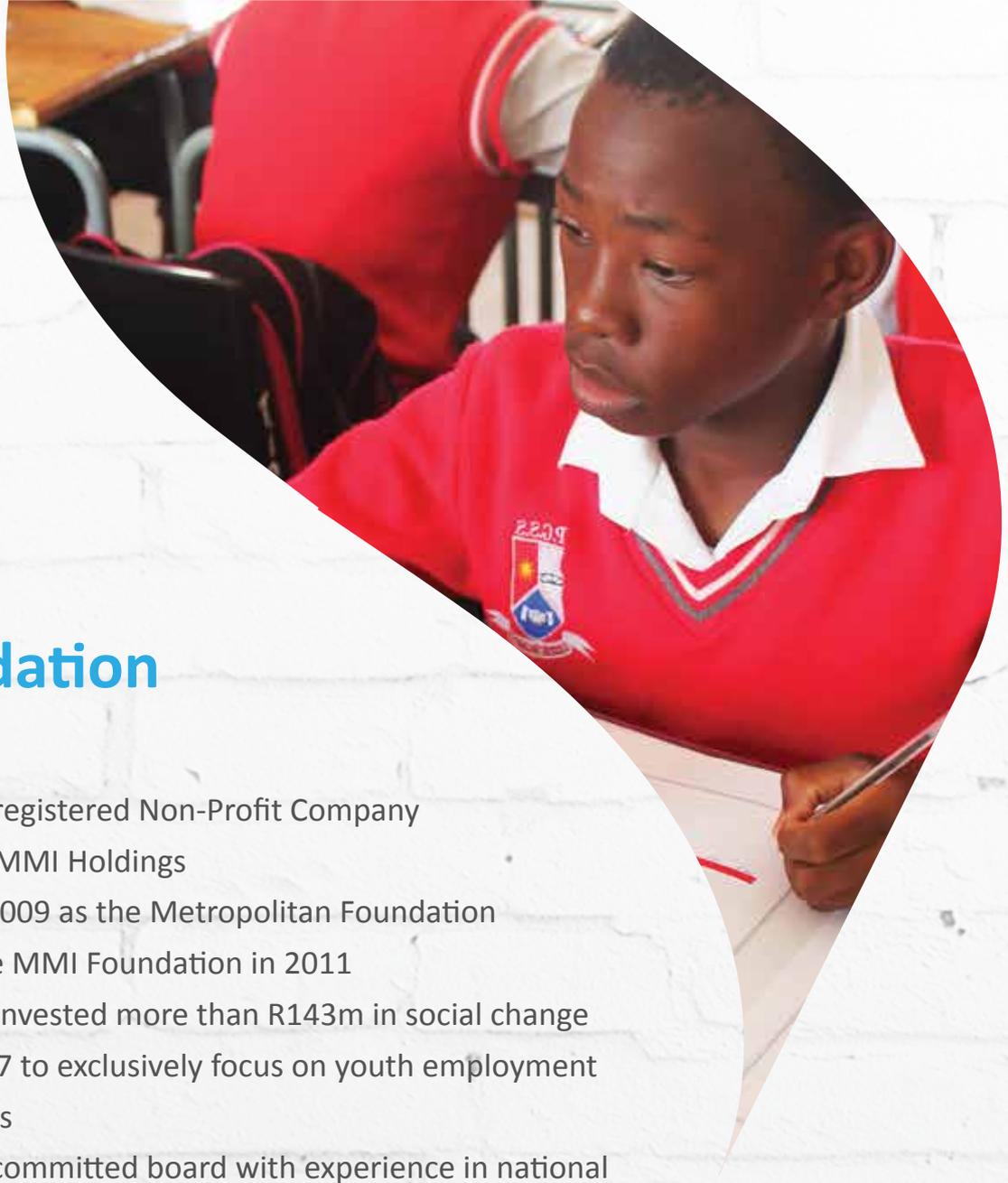


## Our approach to social investment

Serious about the “investment” in social investment

The MMI Foundation exclusively supports programmes that deal with training, enabling and providing access to income opportunities for young people. We understand how complex the issues around youth employment are, and how difficult it is to make an impact. That is why we work with partners who have proven track records in this field; partners whose programmes are based on thorough research and community engagement, and who invest in their own sustainability and innovation. Although the Foundation uses a grant making approach as opposed to providing seed funding or impact investing, we are nevertheless results driven and place a high value on accountability, from our partners and ourselves.

We want our youth to know we support them, and we do this through our client-facing brands Momentum and Metropolitan. They are the engines of our social intent.

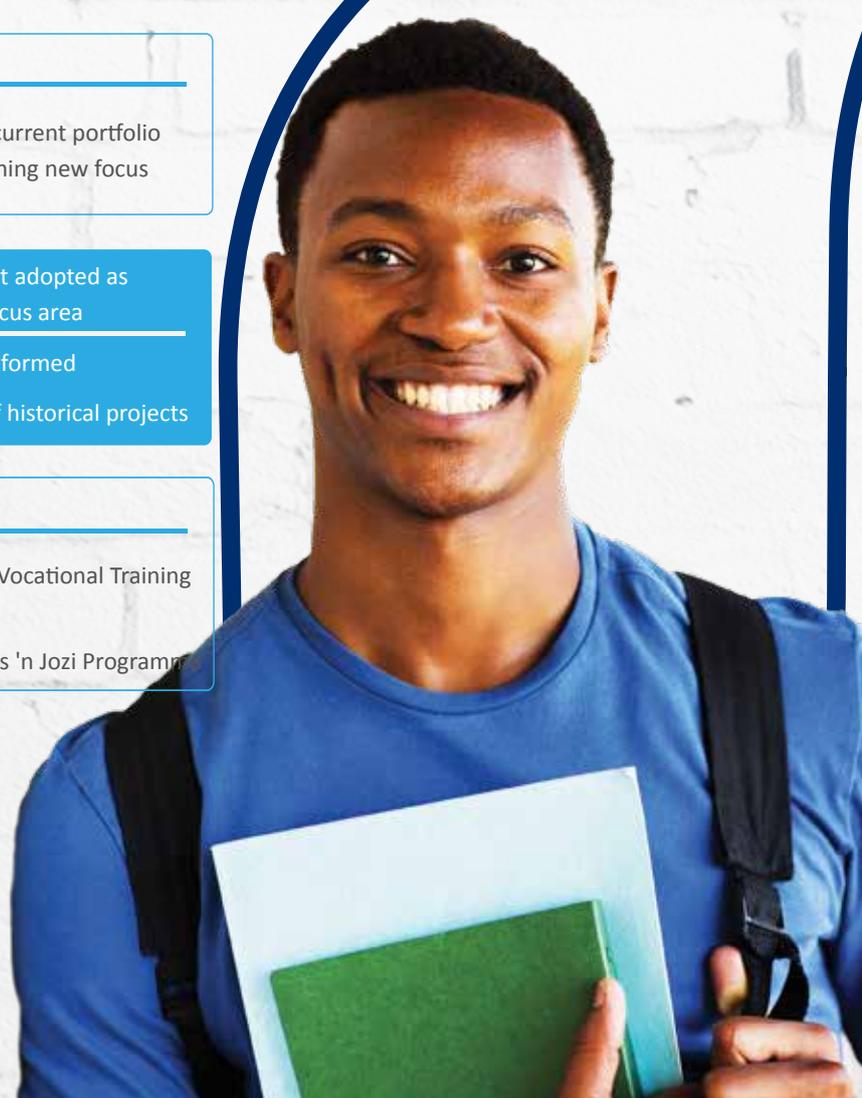


## Our Foundation

### Quick Facts

- Section 21 registered Non-Profit Company
- Funded by MMI Holdings
- Started in 2009 as the Metropolitan Foundation
- Became the MMI Foundation in 2011
- Since then invested more than R143m in social change
- Shift in 2017 to exclusively focus on youth employment partnerships
- Guided by committed board with experience in national consumer financial education policy, social enterprises and innovation, technology and pedagogy, gender and inclusivity and social anthropology
- Believes in partnerships and supporter of National Education Collaboration Trust (NECT)

# Our legacy



## Our ambition

**“Sometimes it falls upon a generation to be great. You can be that generation.” – Nelson Mandela**

2018 is the 100th Birthday Celebration of Nelson Mandela, the father of our nation. In response to his call for our generation to be the one on whom it falls to be great, we want to enable our young people, the future of South Africa, today.

Young people need to be equipped and fully supported to make good choices and overcome many of the hurdles to employment or generating a sustainable income. While the MMI Foundation might not be able to solve all these challenges, we are mindful of their impact and welcome partners who can help us address these challenges. Two of the new partners we are proud to work with this year are:

### **Rhiza Babuyile**

Rhiza Babuyile works to create ecosystems within disadvantaged communities that help the youth in these communities become economically active and self-sustaining.

<http://r-b.org.za/>

Youth to be enabled: 450

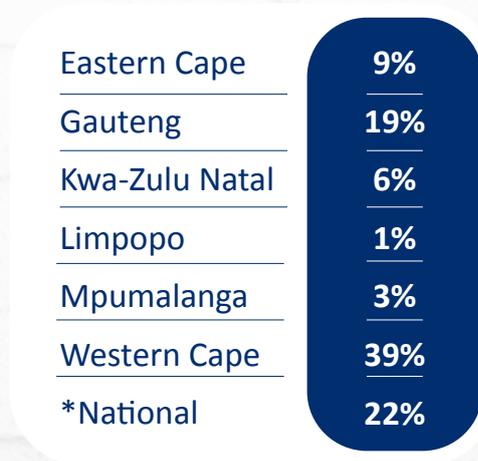
### **Ubuntu Pathways**

Ubuntu follows an integrated service model (including health care, training for industry, job placement, and career support) to support the needs of the young people they serve. [www.ubuntufund.org](http://www.ubuntufund.org)

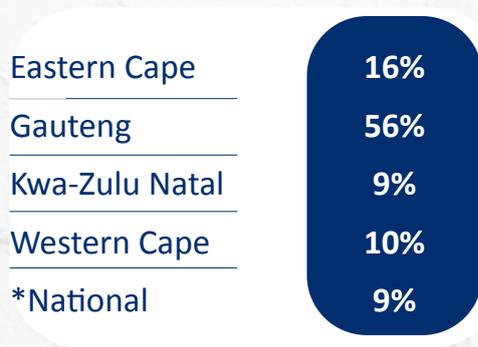
Youth to be enabled: 300

# Investment in numbers

Socio economic development: **R 13 035 054,68**



Consumer Financial Education: **R 12 079 721,33**



\*Projects spanning more than two provinces Audited numbers for FY ending 30 June 2017. Number of beneficiaries: **2 151 411**

## Our people

The social investment of the MMI Foundation is supported by the passion of the MMI Volunteers for connecting with and supporting communities. Our employees give of their time and talents through the MMI Forgood Volunteer Platform, donate through payroll giving or support various volunteer activations like CANSA Shavathon and Casual Day.

Our MMI Volunteer Recognition Programmes, the Lesedi Awards was launched in 2016. We wanted to show our support for employees who go the extra mile, and sometimes beyond, to tackle the many challenges communities where MMI operates are facing. Many of them do this work quietly. Last year, we were privileged to unearth 196 of these gems. Through them the work of 30 NPOs received support.

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[www.mmifoundation.org.za](http://www.mmifoundation.org.za)